The Sacramento Observer

NATION'S MOST HONORED BLACK NEWSPAPER

WINNER OF THE JOHN B. RUSSWURM TROPHY FOR JOURNALISM EXCELLENCE

WALLACE AND BLACKS

(SEE PAGE B-1)

They came from the large cities of California and they came from the rural communities of the state. They were Black, Brown, Yellow and White. They are unemployed aerospace engineers and they are farm workers. They came to Sacramento to protest on the steps of the Capitol that employment must become the number one priority of California lawmakers. Their voices echoed on the walls of the aging Capitol Building. Their protest was simple, yet somewhat complicated. "WE WANT JOBS, NOW!" The "March For Jobs" demonstration held last Saturday here in Sacramento, came to pass under seemingly endless overcast skies. The protestors gathered at Alkali Park before marching on the Capitol. (See Page F-1, for additional story and photos).

VOL. 12 NO.8
64 PAGES 7 SECTIONS

FOR WEEK OF:
JANUARY 23-29, 1975

15¢ PER COPY
25¢ Per Copy For Home Delivery

HOOKS: NO FREEDOM

Federal Communications Commissioner, Benjamin Hooks, speaking befor a small gathering at Luther Burbank High School last Saturday, said he would never cease his protest of broadcast inequities as long as he remained a member of the commission.

The former Memphis, Tenn., Superior Court Judge, named to the commission by ex-president Richard Nixin, in 1972, began his half-hour address by reminding the audience that the "founding fathers" basically had a good idea when they wrote, "All men are created equal."

Reciting portions of the Preamble to the Constitution, Hooks told the responsive crowd, "The dream that the so-called founding fathers had was a good dream . . . It's hard for women and minorities to say because of the sting of oppression," said Hooks introducing a major theme of his address.

"We are engaged in an adventure to see whether all men are created equal," said Hooks, noting that he had delivered the same speech many times and that his wife has often questioned him on the possibility of personal bitterness.

"My wife has often asked me whether I am bitter," stated Hooks, adding, "I tell her like I am telling you. I didn't write history, I am simply repeating what history is."

His candid remarks delivered with heartfelt emotions, drew a thundering applause from the audience as they confirmed their approval.

The former Baptist minister then turned to the issue of freedom and the

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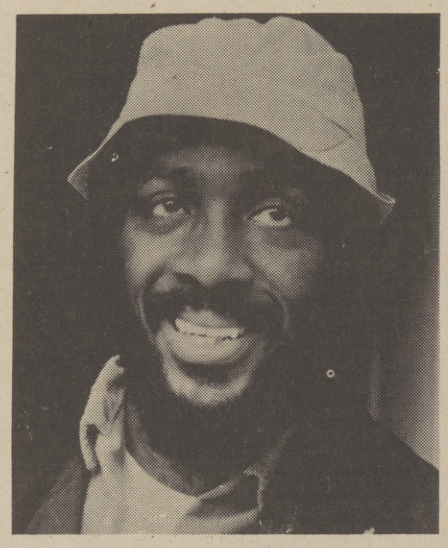


GEGORY

Social reformist Dick Gregory, fasted five years as a protest against the Vietnam War, and lost more than 100 pounds.

Any person planning to fast until the end of current high prices and unemployment, can expect to lose a comparable amount of body weight.

Take it from Treasury Secretary William E. Simon, who says unreasonable rates of high inflation will prevail in this country at least three years -- and maybe until 1980 -- before things will return to what is considered normal.

According to United Press International and Associated Press reports, Simon spoke as though he and the President are fighting a battle against people who would like to destroy free enterprise and at the same time, hinting that the present administration will agree to a permanent reduction in individual income tax even if Congress rejects proposals for higher energy taxes.

Some of Simon's statements on Wednesday were: On free enterprise:

"If we'd let the decision-making go back to the American people and stop encroaching upon the freedoms of the people of this country, we'd have a lot stronger economy.

"There are those who would like to destroy free enterprise . . . You don't have to name names. You see statements made constantly."

Sky High Prices Will Continue

Although inflation increased 12.2 per cent during the past year and another eight per cent is predicted for this year, Simon feels the inflation rate could be on its way to a normal three or four per cent within five years.

"It would take three to five years of responsible policies in this government to get it back down to a rate that you and I might call reasonable," he said.

Asked if he thinks Congress will pass the President's proposal to reduce the 1975 increase in Social Security benefits to 5 per cent, Simon said:

"We have to begin acting responsibly in this country. You talk about the cap the President has put in as if that's inhumane. In the last three years, inflation has gone up 30 per cent, Social Security 47 per cent. The 5 per cent cap we're putting on is consistent with the caps that they have in many labor union contracts."

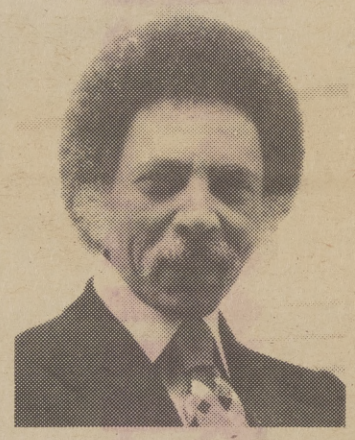
Dellums Probes CIA

Rep. Ronald V. Dellums had introduced legislation to sharply limit the activities of the Central Intelligence Agency. Rep. Dellums cited an urgent need to eliminate the interventionist role of the CIA.

In introducing his bill, Dellums pointed out that "when these illegal and ill-conceived activities come to light, as some of them have recently, they only served to present this nation to the world and to our own people, as a country not really committed to those precepts so self-righteously paraded in the international marketplace as moral justification for our continued worldwide use of power."

This bill would strengthen Congressional oversight, insure civilian control of the Agency, and disallow "covert actions" which are directed toward efforts to overthrow foreign government, military or parmilitary operations, or assassinations. It would also strictly prohibit domestic intelligence activities.

"Each of us must be very concerned with the delicate nature of the CIA role and I certainly have no wish to interfere with or expose legitimate functions," Dellums said. "However, I believe there are legislative measures that must be taken to insure that proper safeguards are established to preclude actions beyond Congressional mandate."



DELLUMS

Dellums, a member of the House Armed Services Committee, said he feel that the appropriate committees in Congress should immediately set up a "real" oversight and control mechanism which would provide sufficient security to the legitimate activities of the CIA, but will prevent the agency from acting contrary either to law or congressional mandate.

The third-term Congressmen has strongly critized the Agency, which is part of the Executive Branch, for waging secret wars and urged that his legislation be adopted in order to restore the Agency to its original functions, that of foreign intelligence gathering.

Local Resident Faces Welfare Fraud

A 44-year-old woman, who is described as attractive and charming, faces charges of welfare fraud after collecting $18,000 in welfare and food stamps by using a number of wigs and aliases.

Geraldine Chapman, a former state clerk-typist and bookkeeper for the State of California, and once secretary of the Oak Park Neighborhood Council, was arrested Dec. 24 for using a credit card that did not belong to her.

After her arrest, Chapman, who has a 17-year-old son, and who was on parole for a check writing conviction, was accused of 33 other criminal actions--25 involving welfare fraud.

According to Peter Miller, a supervising investigator for the County Welfare Department, Chapman was not eligible for welfare because she and her son were receiving Social Security payments.

But, says Miller, Chapman changed one letter in her name and bilked the government out of money and food stamps under the name of Geraldine Chatman.

Elsie Young, Helen M. Kingston, Wilma Adams and Karen Chapman were other names used by the woman who was not required to produce a valid driver's license or other identification which included a photograph when applying for aid.

During a search of Chapman's residence at 6533 Elder Creek Road, sheriff's deputies said they found thousands of old Keno tickets, more than two dozen Social Security cards, some credit cards, and other items which did not belong to her.

Chapman was able to carry out her actions by using various colored wigs, three different addresses, and by applying at four different welfare offices.

Because of the heavy workload of eligiblity workers, Miller said applicants are not seen often by workers. He noted that in three of the cases invovling Chapman, the worker saw the woman only once.

Miller feels similar cases have and are occurring in Sacramento County. He described the welfare offices as "assembly line type" operations, and said workers cannot be expected to recognize or remember the faces of all applicants.

The Sacramento Observer
A DIVISION OF LEE PUBLISHING COMPANY INC
PUBLISHED WEEKLY
WILLIAM H. LEE, PUBLISHER
MEMBER OF THE NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION
AND
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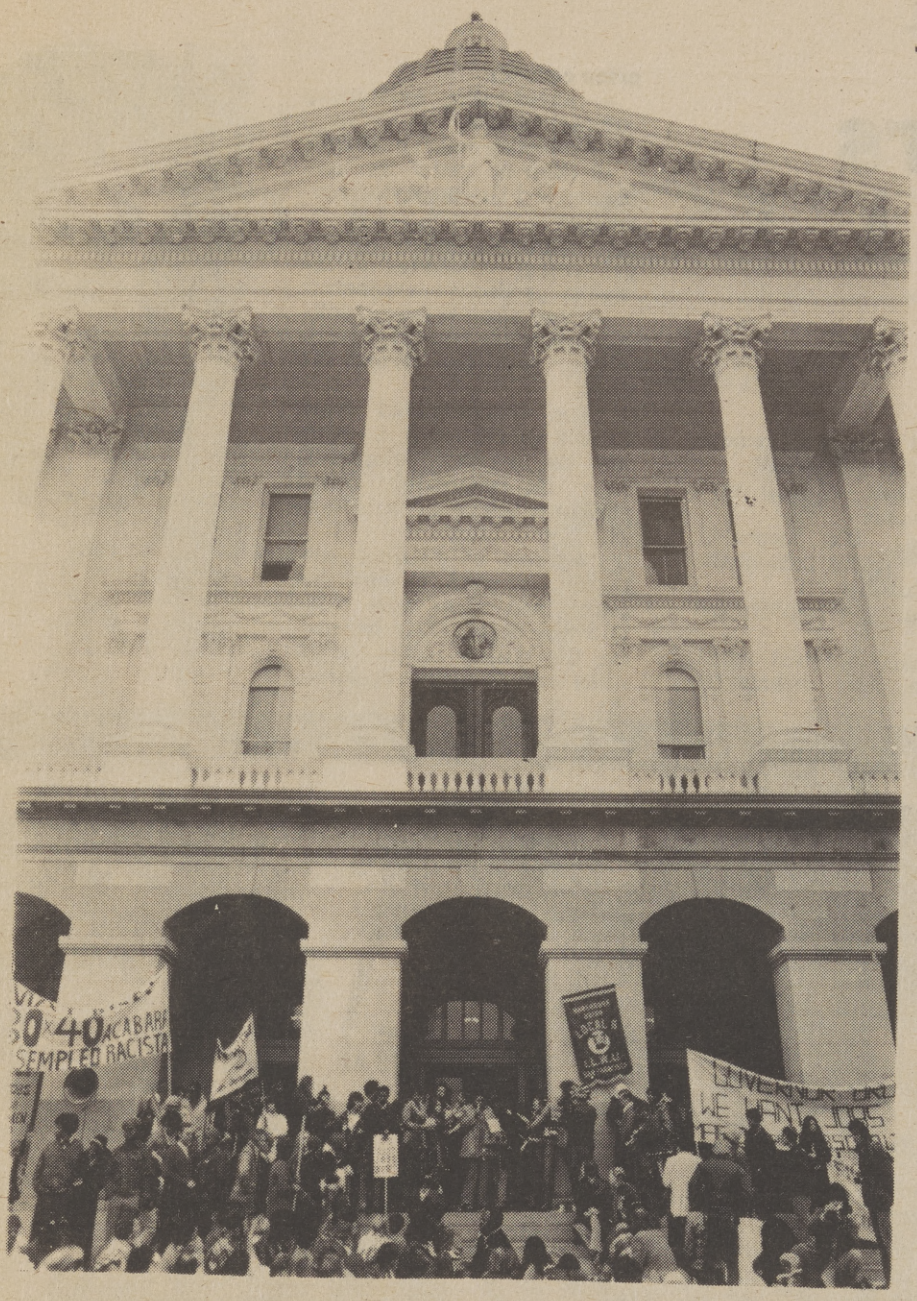
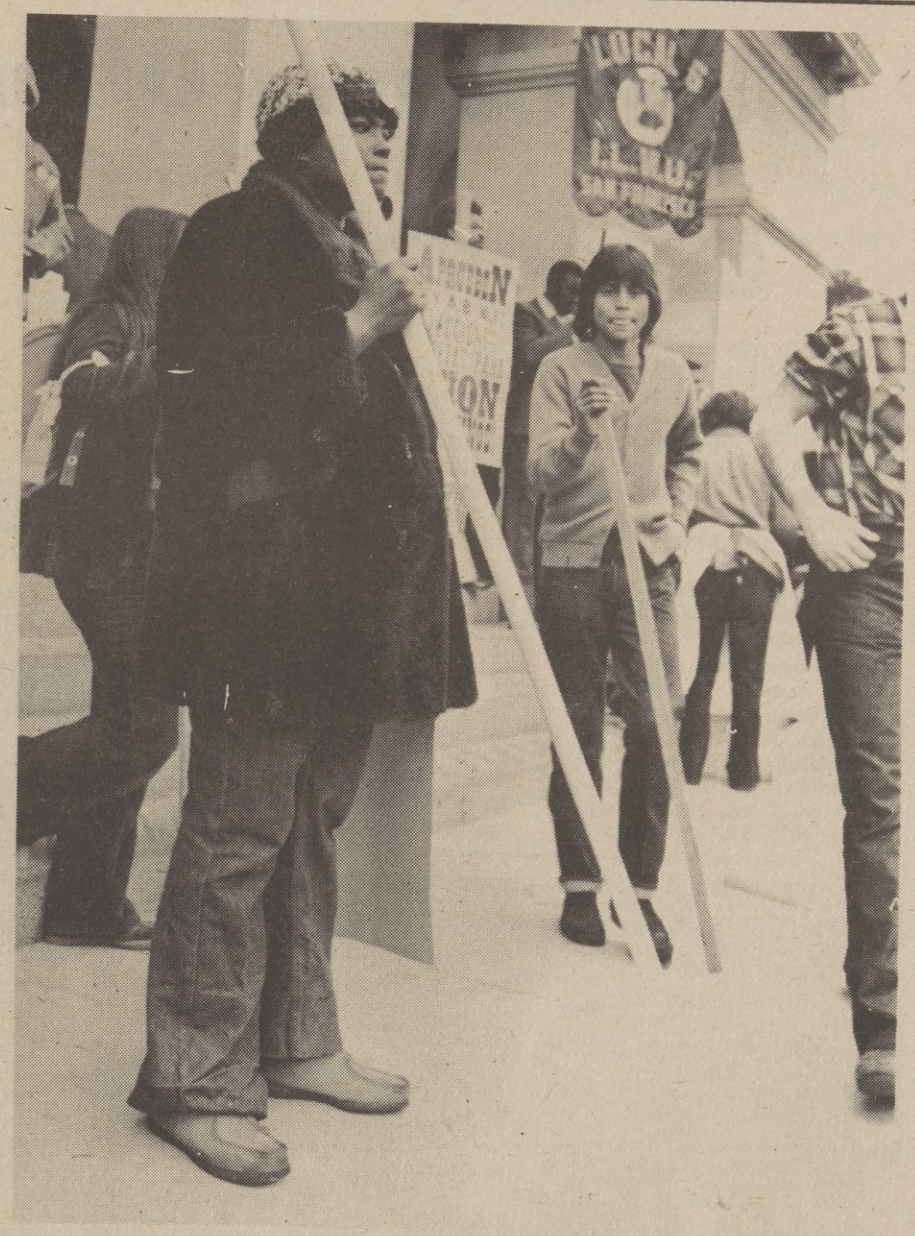




They Came To Protest

They came to Los Angeles, San Diego San Francisco and a dozen other cities and towns throughout California. They came to protest the state of the economy. They came to protest joblessness, but most of all, they came to light a fire under the $11 billion pot of California government.

The much discussed "March For Jobs," came to pass last Saturday, under seemingly endless overcast skies. The chill of January apparently did not stop or hinder about 1,500 persons determined to place the economy on the minds of legislators and particularly, the young Governor Edmund G. Brown, who was not in Sacramento when their chants reverberated off the walls of the aging Capitol Building.

The protestors gathered at Alkali Park in the deteriorating Washington neighborhood of downtown Sacramento. They heard from speakers drumming up the unemployment issue with vigor and zeal.

They carried signs demanding increased unemployment benefits for jobless Californians suffering the effects of a worsening economy.

They chanted slogans and they chanted the apparent "We Want Jobs . . . We Want Jobs . . . We Want Jobs . . ."

Organizers promised thousands of protestors would invade Sacramento. A thousand did make the protest, but multiple figures did not materialize bodies.

Organizers said that Saturday's march would be the first of many and one excited organizer said, "Ultimately there will be millions protesting."

The organizer's grim prediction may come to pass or it may be wishful thinking.

For all their chanting, marching and speech making it is not immediately known what if anything, will result from the demonstration.

Not one state official addressed the protestors. Governor Brown's press aide, David Jensen, contaced in the wake of the protestors passage through the Capitol City said, "The Governor will not make any comments."

The protestors representing labor, education and welfare rights organizations were ethically and racially blended. Chicanos joined Asians, and Asians joined Blacks and whites and everybody else.

The protestors were met by a small delegation of Nazis dressed in storm-trooper uniforms, standing at attention as one of their members blasted messages in the interest of "white power."

The protestors boarded their buses for the return trip home, still jobless but apparently temporarily satisfied that they had voiced their concern.

"No Jobs," was the message of the demonstrators.

Even a delegation of Nazis was present calling for "White Power."

Black Caucus Offers Economy Advice

Congressman Charles B. Rangel (D-N.Y.) announced today that the Congressional Black Caucus, in the letter sent January 16th to President Ford, has offered a 13 point program to improve the American economy.

Included in the program is the creation of 1,000,000 public service job, cuts in the military budget, an expansion of Federal housing projects, and the vigorous enforcement of anti-trust laws. Rangel, Chairman of the Congressional Black Caucus and a member of the House Ways and Means Committee, said, "I, and many of my colleagues agree with the President that 'the State of the Union is not good."

"However, we take exception to the way in which he seeks to improve that state," said Rangel.

Quoting from the text of the Black Caucus letter, which was signed by all 17 Black members of Congress, Rangel said, "We are concerned that you neglected some of the most critical possible actions that should be taken to begin a substantive, long-range economic turn-around, and to measurably improve conditions for millions of low and moderate income families and individuals."

Other Black Caucus proposals included:

-- Closing tax loopholes which aid wealthy individuals and corporations

-- Increasing unemployment benefits

-- Reducing interest rates

-- Establishing meaningful price controls

-- Accelerating food stamp outreach efforts

-- Adopting welfare reforms

-- Offering relief for low-income and non-taxpaying consumers

-- Beginning actions to compel energy industries to increase productive expansion

-- Reevaluating energy policies regarding foreign governments, including African nations.

"The Congressional Black Caucus stands ready to work with the President in order to solve the desperately urgent problems before us," said Rangel.

"We seek no political gain, rather, we seek to unite our hearts and minds with those who care deeply about improving the quality of life for all Americans," Rangel declared.

RANGEL

DYMALLY

Dymally Shares Hope For Economy Program

Lt. Governor Mervyn Dymally, delivering his first major speech since taking office, told members of the Carmichael Chamber of Commerce last Saturday, that he hopes the Legislature will enact a state housing program to provide 20,000 moderate and middle-income homes.

The Lt. Governor said that the program would aid the housing industry, which over the past year, has suffered under the crunch of recession.

Housing industry spokesmen recently released information which suggest that new starts for 1974 were the lowest in eight years. The downward trend being experienced by builders and related trades has resulted in high unemployment.

Dymally added that the program envisioned the use of Cal-Vet financing.

The Lt. Governor, who is also Chairman of the State's Economic Development Commission suggested that another possibility for easing present economic ills would be the creation of state sponsored service-oriented employment.

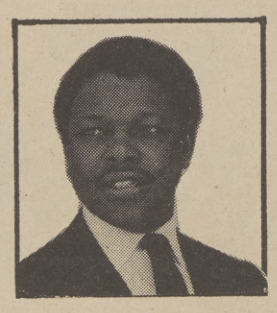
He said that the Department of Employment Development and additional legislation could provide job-training for new careers, both private and public.

Dymally suggested that better utilization of existing unemployed professionals such as teachers would likewise ease the economic ills of California.

Lt. Governor Dymally acknowledged the fact that the Economic Development Commission has done "relatively little" in the past, but that in the future, it will focus immediate attention on current problems.

Dymally promised to work very closely with Governor Edmund G. Brown, Jr., and other members of his administration to place California in better economic conditions.

Naaman Brown and Associates



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OUR CITY

DEDICATION

Representatives of civil rights organizations mixed with representatives of local and state government during the dedication of a conference room named after the late Leonard Carter, by California Health and Welfare director, Mario Obledo. The conference room is located at 915 Capitol Mall, State Office Building Number 1. Shown are, left to right, William Redmond, Sacramento County Director of Welfare; Victoria Scott, President of the Emeryville (Calif.) NAACP; James Williams, President of the Sacramento NAACP; Mrs. Virna Canson, West Coast Regional Director, NAACP; and Benjamin Amos, Affirmative Action Director of Food and Agriculture.

Groups Plan Black History Fete

It has long been the practice of the Black community to foster a continuing program of art and cultural appreciation for the past, present and future achievements of the Black leadership throughout the community. In keeping with that tradition, a Black History Week 1975 Celebration, will take place beginning Sunday, February 9th thru Saturday, February 15th. The celebration will include daily programs of various art and cultural events as well as highlight the achievements of Sacramento's Black organizations.

The Black business community, the NAACP, the Sacramento Observer, and the Sacramento Urban League, will be among the organizations honored during the celebration of Black History Week.

There will be a banquet and an award presentation to outstanding Black leaders of our community as well as to outstanding state legislators. Each organization will be recognized for their achievements during the past year.

It is the aim of the Black community to share this historical occasion with as many organizations of our community as are willing to participate in this event. To that end, RAINS (Relief for Africans in Need in the Sahel) has secured several commitments from a number of Black legislators and community leaders to share in this occasion.

The Black History Week Art and Cultural Celebration, will take place at Mr. D's Restaurant and Cocktail Lounge, located at 4340 Stockton Blvd.

All Black organizations and/or individuals are encouraged to call or write to Ms. Melissa Lawson as soon as possible if they are interested in sharing this historical occasion with the community.

Gospel Concert Sceduled

To philanthropy - minded groups have joined interests to offer a benefit Gospel Music Concert in Davis on Sunday afternoon, January 26.

They are the Sacramento Community Gospel Choir, involved each year in the "Walk For Sickle Cell Anemia," and the Mental Health Association of Yolo County, a volunteer organization concerned for mental health programs and facilities for children and adults in this country as well as the rest of the state.

The choir will sing in the Veterans' Memorial Theatre on Jan. 26 at 4 p.m. An entire family will be admitted for a minimum donation of $3.50 and senior citizens and students, $1.

Proceeds will go to the choir and the mental health association and tickets may be purchased by calling Mrs. Barbara Smith, MHAYC staff assistant, in Davis, at 756-8181, or at the Center at 231 G Street, Davis.

The 50-member choir was formed in 1970 and is making plans to attend the National Gospel Music Workshop later this year in New York City's Madison Square Garden.

The Sacramento group has performed in various California cities and on several television programs. It has recorded music and have given two workshops on gospel music in the Sacramento area. The goal of the group is to promote music and lift up the name of Jesus Christ.

City Will Cut, Squeeze Revenue Sharing Funds

Five Sacramento community service agencies requested a total of $18.8 million in revenue-sharing funds from the Joint Finance, Budget and Community Development Committees of the City Council only to be told there is only $3.5 million available.

According to Assistant City Manager Walter Slipe, a joint committee will cut and squeeze in order to spread the money as far as possible.

Requests were made by the Housing and Development Agency, $10 million; Alkali Flat Development, $3.9 million; Del Paso, $1.5 million; Oak Park, $3.3 million; and the Sacramento Area Equal Opportunity Council for $114,000 for Federal Head Start Program aid during a hearing under the U.S. Housing and Community Development Act of 1974.

Officials said the money will be dispersed according to priority which they hope will be set by February. The federal application deadline is April 15.

Community agencies and persons may provide input by attending neighborhood meetings which will be attended by members of the committee.

Urban League To Hold Annual Dinner

The date of the Sacramento Urban League's annual dinner meeting has been changed from Jan. 29 to March 5.

Urban League members are in the process of electing new board members. Members in current financial standing are eligible to vote.

Ballots have been mailed and should be completed and returned to the main office, 3515 Broadway, by Jan. 31.

Persons nominated to serve on the board, will be presented at the March 5 dinner meeting for election by the membership.

Persons seeking board positions are Charles Bowers, deputy director of the Department of Veteran Affairs; Jim Petit, traffic equipment engineer for Pacific Telephone; Gene Ragle, general manager at KPOP/KPIP; Dr. Eugene Spencer, dentist; Joe Stinson, assistant publisher of the Sacramento Observer; and Leroy White, Pacific Telephone -- all incumbents.

Other nominees include Renee Barrios, personnel specialist for Sacramento City Schools; Inez Adams, school nurse; Joseph Giles, personnel analyst for the City of Sacramento; Hazel Mahone, assistant director of Adult Education for Sacramento City Schools; Kenneth Ingram, director Mass Transit Development for the State of California; Floyd Jones, coordinator of the Oak Park Neighborhood Development Project, Redevelopment and Housing; Emmett Richardson, citizen, and Ronald Schroder, branch manager of IBM Corporation.

Edward Townsel is superintendent of the Del Paso Heights School District and the only name on the ballot for a two-year term. And Elmore Holerman, Sumatra Kirkland and Carl Alexander are running for positions on the nominating committee.

For information, call 452-3791.

Jewish Congress Calls For Coalition With Blacks

NEW YORK - The American Jewish Congress last week called for "a great coalition of commitment" among Blacks and Jews to demand solutions to problems of recession and inflation which hurt every American but none more severely than the poor, the disadvantaged and the minorities in America."

In a statement on the occasion of the birthday of the late Rev. Dr. Martin Luther King, Jr., Howard M. Squadron, Chairman of the national Governing Council of the Congress, said the Jewish organization would "pledge anew its dedication to Dr. King's goal --full equality in a free society, with legal and economic justice for all."

Julian Bond Is No. 7 Democratic Choice

Even though Georgia legislator Julian Bond scored 7th in a rating of 31 Democrats who are possible contenders for their party's 1976 presidential nominations, Bond will make his final decision on a presidential bid in late May or June of 1975.

Bond outscored Ralph Nader, Senator Walter Mondale, Senator Birch Bayh. Bond also outpointed former Senator and 1968 candidate, Eugene McCarthy, Florida Governor Reuben Askew, and both 1972 Democratic vice - presidential candidates, Senator Thomas Eagleton and Sargent Shriver.

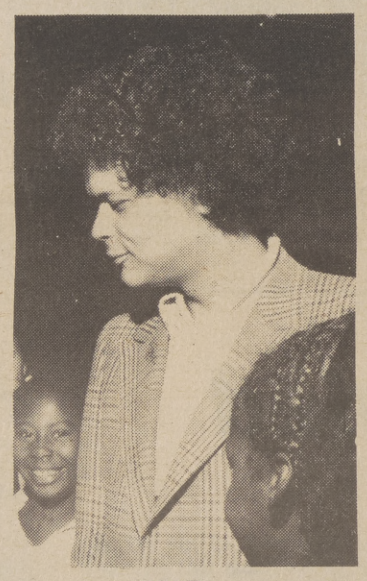
Ranking above Bond were Alabama Governor George Wallace, Senator Hubert Humphrey, Senator Henry Jackson, Senator Edmund Muskie, Senator George McGovern, and former New York Mayor, John Lindsay.

The poll, by the respected George Gallup organization, was conducted between November 8 and 11, before Senator Mondale withdrew as a candidate, and before Governor Jimmy Carter and Rep. Morris Udall (D-Ariz.) announced their candidacy.

In a separate poll of independent voters, Bond ranked 10th behind Wallace, Jackson, Muskie, McGovern, Nader, Lindsay, Humphrey, newly-elected Ohio Senator John Glenn and Illinois Senator Adlai Stevenson.

Carter, who announced December 12th that he will be a candidate, was not mentioned as a choice by independent votes either, although Rep. Udall did place 26th among these non-aligned voters.

Bond said that he had talked with Montgomery, Alabama attorney, Morris Dees, who raised $20 million for the McGovern campaign, about "putting together a similar fund raising effort for my campaign.



BOND

WASHINGTON WILL RUN

Dr. Kenneth S. Washington announced his candidacy for the California Senate last Monday at the Biltmore Hotel in Los Angeles. Washington's mayor opposition for the vacant seat in the 29th Senatorial district is Assemblyman Bill Greene. The seat was left vacant with the election of Lt. Governor Mervyn Dymally to higher office last November. Dr. Washington kicked-off his campaign by hitting hard on the present state of the economy. Washington, who is also a Deputy Administrator under Superintendent of Public Instruction Wilson Riles, asked the voters of the 29th district to judge him on his character, experience and service to the community. His candidacy is being endorsed by Los Angeles Mayor Tom Bradley. Shown at the press conference announcing his candidacy are Mayor Bradley, left and candidate Dr. Washington.

22 Of 28 Stores Display 'No Smoking' Signs

The Sacramento Chapter of the Group Against Smoking Pollution (GASP) recently conducted a survey to determine the degree to which public institutions are complying with the city and county ordinance which prohibits smoking in specified public places.

Results indicated that only 80% of the twenty-eight department stores contacted were precently displaying "No-Smoking" signs. Three that were not presently posting signs agreed to do so. A mere two stores exhibited a refusal to cooperate.

Comments favorable to the ordinance abounded throughout conversations with managerial staffs. For example, "Our store is cleaner now," "We favor the ordinances, our carpets will last much longer," and "It's a good safety feature. There are fewer evidences of clothing damage."

Forty-eight of the major area restaurants were contacted. Sixty-five per cent of this number have designated areas for smokers and non-smokers. Several others voiced agreement to do the same and were provided with "no smoking" signs.

One restaurant manager stated that "It certainly is an improvement to be able to serve our carefully prepared meals without having them surrounded by cigarette smoke."

Sacramento has received national recognition, specifically in New York and Los Angeles, for its "No Smoking Ordinances." Signs are available to organizations at no charge from GASP. Call 443-5770 for further information.

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RALPH

Ralph Reveals '75-'76 Package

Assemblyman Leon Ralph (D-Watts) recently released details on part of his legislative package for the 1975-76 session.

Ralph is chairman of the powerful Assembly Rules Committee.

Currently the Watts-South Gate legislator is involved in several important legislative efforts in the interest of people.

A bill (AB 23) to open legislative spending records to the public, detailing the expenses and financial activity of each Assemblyman.

- A bill (AB 147) to increase the AFDC allotment to mothers and/or guardians by $10,000.

- A bill (AB 146) to strengthen the Fair Employment Practice Commission, by allowing the Chairman to investigate unfair practices.

- A bill (AB 149) that would treat tips in excess of $20.00 as wages for the purpose of determining employer and worker contributions to the Unemployment Fund. This will hopefully give the worker a better break in receiving financial assistance from these funds.

- A bill to permit Greyhound dog racing in California. The intent of the measure is not only to provide another form of state entertainment but also to provide additional jobs in California in the face of an 8% unemployment figure.

As a part of Ralph's 1975-76 legislative package, the state assemblyman is adding four other measures to be pursued this session:

AB 148 -- A measure expressing a provision requiring the State Personnel Board to establish a separate salary range for employees in secretarial classifications who are bilingual.

Assemblyman Ralph, whose Los Angeles district is 17% Chicano said, "It is only fair that we recognize and establish a separate salary range for those employees who are providing valuable bilingual skills to their employer. It seems to me, it would be fairly easy to determine eligibility, based on examination."

Should the measure pass, the salary for qualified bilingual secretaries will be 10% above the base salary.

AB 149 -- A measure which will change the current law regarding tips and gratuities. As the law is currently written, tips and gratuities has the net effect of excluding most tips and gratuities from consideration towards the Unemployment Fund and Unemployment Compensation Disability Fund.

"It seems to me, we are bound to encounter difficulties when we have a law which has the effect of excluding tips and gratuities, meaning the reporting of tips and gratuities probably does not occur often. Yet, the basis for both the employer contribution to the Unemployment Fund and Unemployment Compensation Disability Fund are tips and gratuities. I am convinced the employees and employer must come to grips with this issue. AB 149 serves as an alternative to the current problem," commented Ralph.

AB 251 -- Based on legislative findings that there is a need for the development of programs, policies and techniques which will enable law enforcement agencies to better serve the social needs of the community. AB 24 will create the Law Enforcement Total Service Project (LETS) with the Department of Justice. LETS will be charged with the responsibility of coordinating and developing techniques for the program.

The Watts Assemblyman pointed out, "It seems quite logical to me, that if we are going to ask law enforcement personnel to be sensitive to the needs of the communities they serve, then we must provide adequate programs, policies, training and techniques to encourage that sensitivity. AB 251 represents an effort to that end."

AB 260 -- This measure will provide an alternative for the identification of cats and dogs. Currently the law allows a metallic tag or a metal license tag to serve as identification of dogs and cats. AB 260 will permit the tatooing of dogs and cats as a third alternative to identify the owners of pets.

"The tatooing of our pets is a revolutionary concept and certainly different from anything we've experienced with pets. I believe this new concept will serve as an excellent way to assist local and state enforcement agencies in returning lost, stray, or stolen animals," stated Assemblyman Ralph.

AB 320 -- This bill would accomplish two things:

(a) It would eliminate the statutory provision for a 5.5% license fee for horse racing associations handling $20 million or less in parimutuel pools per meeting; and (b) it would establish new license fee provisions for associations handling less than $25 million per meeting.

Assemblyman Ralph pointed out there are basically two important concerns in the measure.

"First, we must recognize 'a built-in disincentive' imposed upon associations handling less than $20 million to construct a meet in a manner which would provide for a handle in excess of $20 million. Historically, the state has tried to give the 'little owner' an incentive to stay in business, by holding the license fee rate to 5.5 per cent of the handle. Effective July 1, 1975, these owners could pay as much as a 6.1 per cent base rate on the first $20 million. I think we need to do all we can to provide sound alternatives to this fee, enabling the private tracks to fully participate in the horse racing industry."

"Secondly, there is some evidence that if the license fee were increased to 6.1% the amount available to tracks in the form of commissions and purses would be reduced. Reduced license fees for smaller associations allow larger purses for the betting public and a more attractive racing meet. Thus, I intend to pursue the passage of this bill by both houses again, and a signature by the new Governor."

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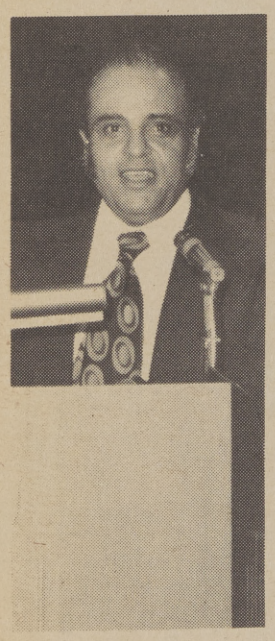
'No Freedom', Says Hooks...

(Continued from Page A-1)


HOOKS

high cost which has characterized the struggle for human dignity and civil rights for Black people in America.

"I want to tell you that freedom is not free," said Hooks, as he verbally scolded the financial habits of Blacks who do not support programs instituted by the NAACP.

"Black people are spending money like it is going out of style . . . but yet they come to me with excuses why they can't afford four dollars for a membership in the NAACP," said Hooks.

"If you want to be free, you have to pay for it. It is not something that someone delivers to you on a silver platter," said Hooks urging those in the audience to support the NAACP through membership.

The commissioner then turned his speech in the direction of Black people again.

"There are a lot of Black people in America today who are still slaves. In their minds they are slaves although they are psychically free," said Hooks with the vocal ring of a Baptist minister addressing his congregation on a Sunday morning.

The tempo of his speech was broken for an instant as the small gathering filled the large auditorium with shouts of concurrent approval.

Hooks continued, "My grandmother told me when I was very young, that I was free and that nobody was better than me. I believe in my heart I have always been free."

The only Black member of the Federal Communications Commission touched on a number of subjects during the course of his address from the awakening events of Watergate to the demise of former President Lyndon B. Johnson, as a result of the Vietnam War.

His resounding words struck hardest on the subject of inequities within the American system, particularly within the broadcast industry.

He cited numerous examples of national network news department's lack of coverage on substantial Black events.

He blasted the networks for ignoring progressive Black social developments.

"The networks could not devote one minute to the dedication of the Mary McCloud Methune, yet they can give three minutes to an event that happened in San Francisco . . . This thing called the Zebra case," shouted Hooks.

"What do Black people have to do to be recognized . . . I shall never cease or lower my voice in protest," said Hooks promising to continue his maverick stand on equal rights while seated on the FCC.

In concluding, Hooks asked the gathering to join with him in the "adventure" and witness the equality of America take place.

The fiery speaker left the podium with clenched fists held above his head and said, "peace and power."

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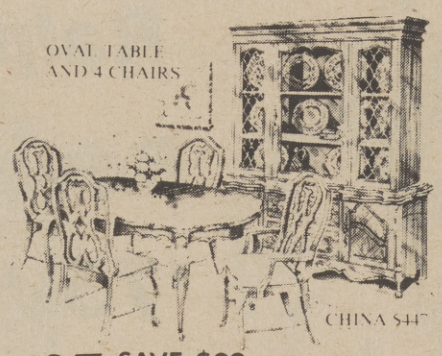

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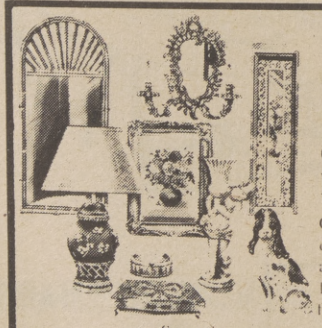

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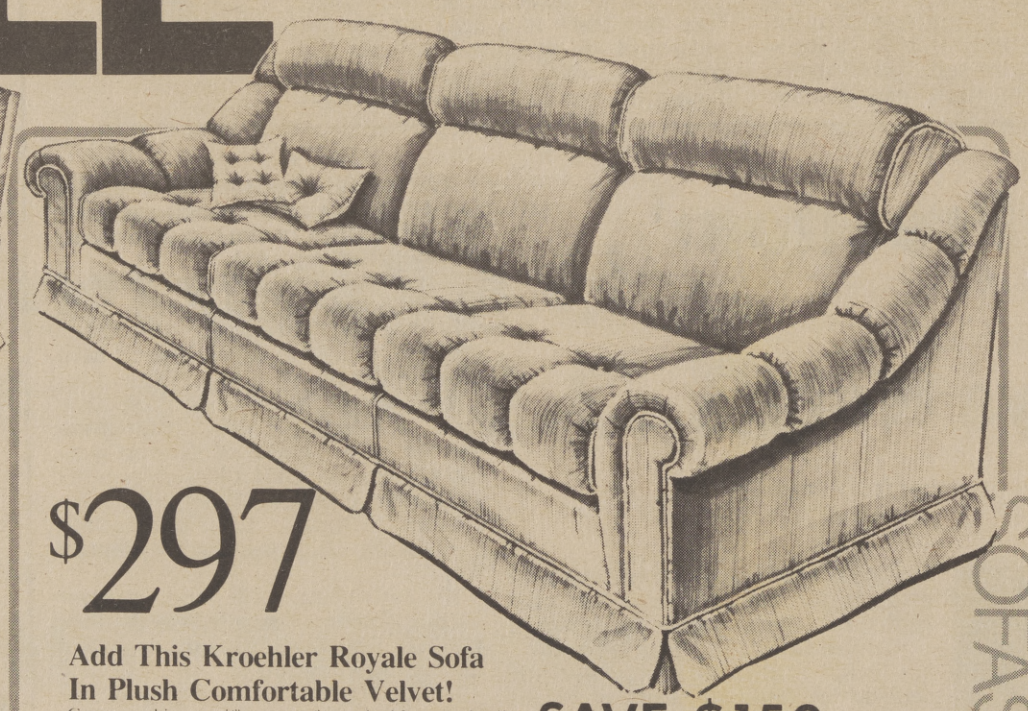

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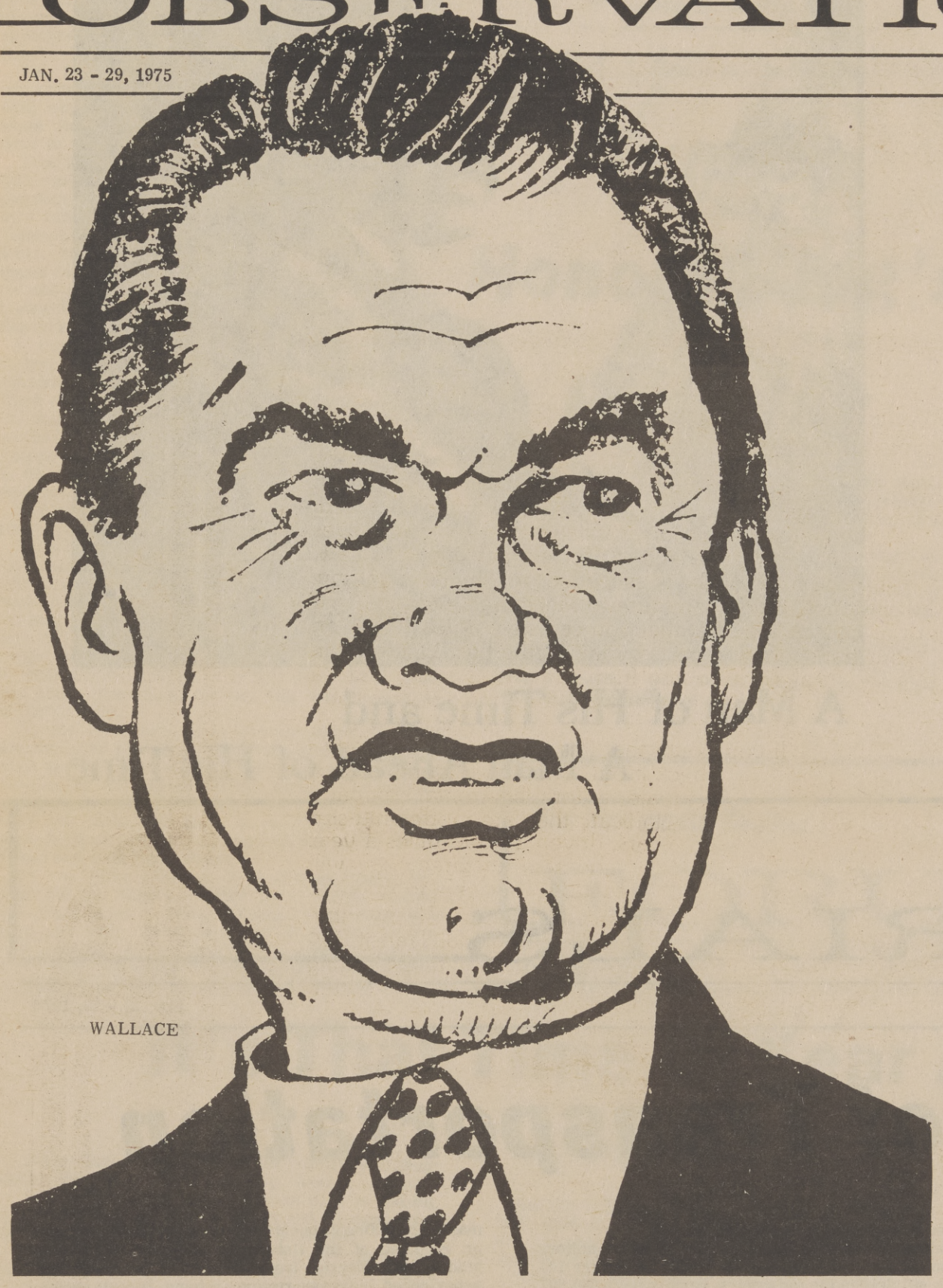
The Sacramento Observer

SECTION B

OBSERVATIONS

JAN. 23 - 29, 1975



WALLACE

Hold That Cheer: Wallace Is Front-Running Demo

Black Democrats may have little to cheer about in 1976. Alabama Governor, George Wallace, is the front runner for the Democratic Presidential nomination, according to recent polls.

In a November Gallup Poll of Democrats Wallace was named as the top choice by 19 per cent from a list of 31 potential candidates. Hubert Humphrey, was the second most popular with 11 per cent. Wallace collected 32 per cent when the first, second and third choices were combined. Humphrey totaled 29 per cent when the first three choices were added together.

Wallace and Humphrey also finished one-two as the most unacceptable candidates in the same survey.

A. Phillips - Sindlinger telephone poll conducted in November, found 12.7 per cent willing to vote for Wallace. Only President Gerald Ford topped Wallace with 22.3 per cent. Former California Governor Ronald Reagan, placed third at 6.8 per cent. The closest Democrats were Senators Ted Kennedy and Henry Jackson, at 6.3 per cent.

Among only Democrats polled by telephone 18.9 per cent preferred Wallace followed by Kennedy, at 16 per cent.

Syndicatd columnist, Kevin Phillips, once mused about a Wallace/Reagan third party coalition. Putting together the two men's constituencies would create a "fusion of historic proportions," he wrote. A Mervin Field California Poll debunked that theory.

When Reagan/Wallace were presented as a presidential/vice-presidential combination, they polled 19 per cent against Jackson-Mondale and Ford-Rockefeller as major party opposition. Separately, Reagan and Wallace polled 17 and 18 per cent respectively against the same opposition. Obviously, the Reagan and Wallace votes were not additive.

Wallace's presidential aspirations lie in the Democratic party for good reasons.

As shown by the California poll, a third party would not be strong enough to overtake either major party. Elections are not won with less than 20 per cent of the electorate.

Party identification is important. A 1968 Gallup survey showed that only 12 per cent vote according to party and 84 per cent according to the person running. Presidential elections contradict that survey.

Even when Eisenhower picked up 56 per cent of the vote in 1956, 85 per cent of the Democrats voted for Adalai Stevenson. In the Democratic landslide of 1964, 80 per cent of the Republicans still voted for Goldwater. Likewise, in 1936, the majority of Republicans voted for Alf Landon.

Harry Truman probably explained the contradiction best. "Of course, I'm for the best man," he said. "He's a Democrat."

Democratic registration outdistances any other party. A Gallup survey found that the political composition of the United States breaks down into a 47-23-30 ratio of Democrats-Republicans-independents. Note there were more independents than Republicans.

In a turnabout of tradition, that same survey found that independents now lean to the Democrats by a 2-1 margin over the Republicans. When the leaners were allocated to the major parties, the political composi-

Historically, the independent vote went to the Republicans. In the past two decades only in 1964, did a Democratic presidential candidate claim a majority of the independent vote.

Wallace leads the pack not only among Democrats polled, but among the independent bloc voters as well.

Without any major party backing in 1968, Wallace cornered 25 per cent of the independent vote in the general election. Nixon pulled in a plurality of 44 per cent with the Republican label.

In a recent Gallup poll of independents, Wallace led all Democratic hopefuls with 24 per cent. Jackson tallied 12 per cent, for the seond spot. When the first three choices were added together, Wallace widened the margin 42 per cent to 22 per cent for Maine Senator Edmund Muskie.

In the Phillips-Sindlinger poll, Wallace collared 16.4 per cent of the independent vote. The closest Democrat, was Jackson, at 8.5 per cent. President Ford topped the list with 23 per cent.

Wallace staff members say the Alabama governor is planning to enter almost every major Democratic Presidential primary in 19 6. They expect him to announce for the Presidency early this year. To this end, Wallace has already collected a $1.2 million war chest through a computer mailing operation similar to McGovern's in 1972.

Last months Democratic mini-convention's outlawing of winner take all primaries, benefitted Wallace. In the past he would do well in a primary without winning it and walked away with no delegates. That won't happen in 19 6.

Many political observers see Wallace going into the 1976 Democratic convention with the largest number of delegates. But few see him as the nominee although they concede he may have a large say in the eventual nominee.

Some see a Wallace nomination as tearing the Democratic party apart. The previously cited Gallup poll lent credence to that view. While Wallace emerged as the front runner on the one hand, at the same time he was also named the most unacceptable.

There seems to be no middle ground with Wallace. Either he is loved or he is hated, thus making a Democratic search for a suitable centrist candidate all the more likely.

Meanwhile Wallace waits. "I'm not straining. I'm just going to sit back and see what they do about the Wallace problem," he told an interviewer.

An aide said, "When you want the nomination and the governor has the delegates, you begin to re-think your position on George Wallace."

All this bodes ill for Black Democrats.

Revenue Sharing's Future

That grandest of all boondoggles, the general revenue sharing program, is scheduled to expire at the end of 1976 and a massive lobbying campaign is already under way to extend the program as well as to increase the money for it.

The present program spreads over $30 billion to state and local governments with a minimum of restrictions over a five-year period. Its supporters are trying to get that extended through 1982, and want the kitty sweetened to a total of $40 billion.

Not surprisingly, one of the key backers of the lobbying effort is the National League of Cities, whose convention I attended last month. Most of the mayors and city officials I met there insisted on the need for an extended program, while at the same time, refusing to pass a resolution urging use of revenue sharing money for social service programs.

Therein lies the reason why the general revenue sharing program should be scrapped. It amounts to a deficit-ridden federal government shoveling money taken from federal social service programs into localities that use them to cut local taxes and to beef up police forces. The program thus far amounts to a waste of scarce resources.

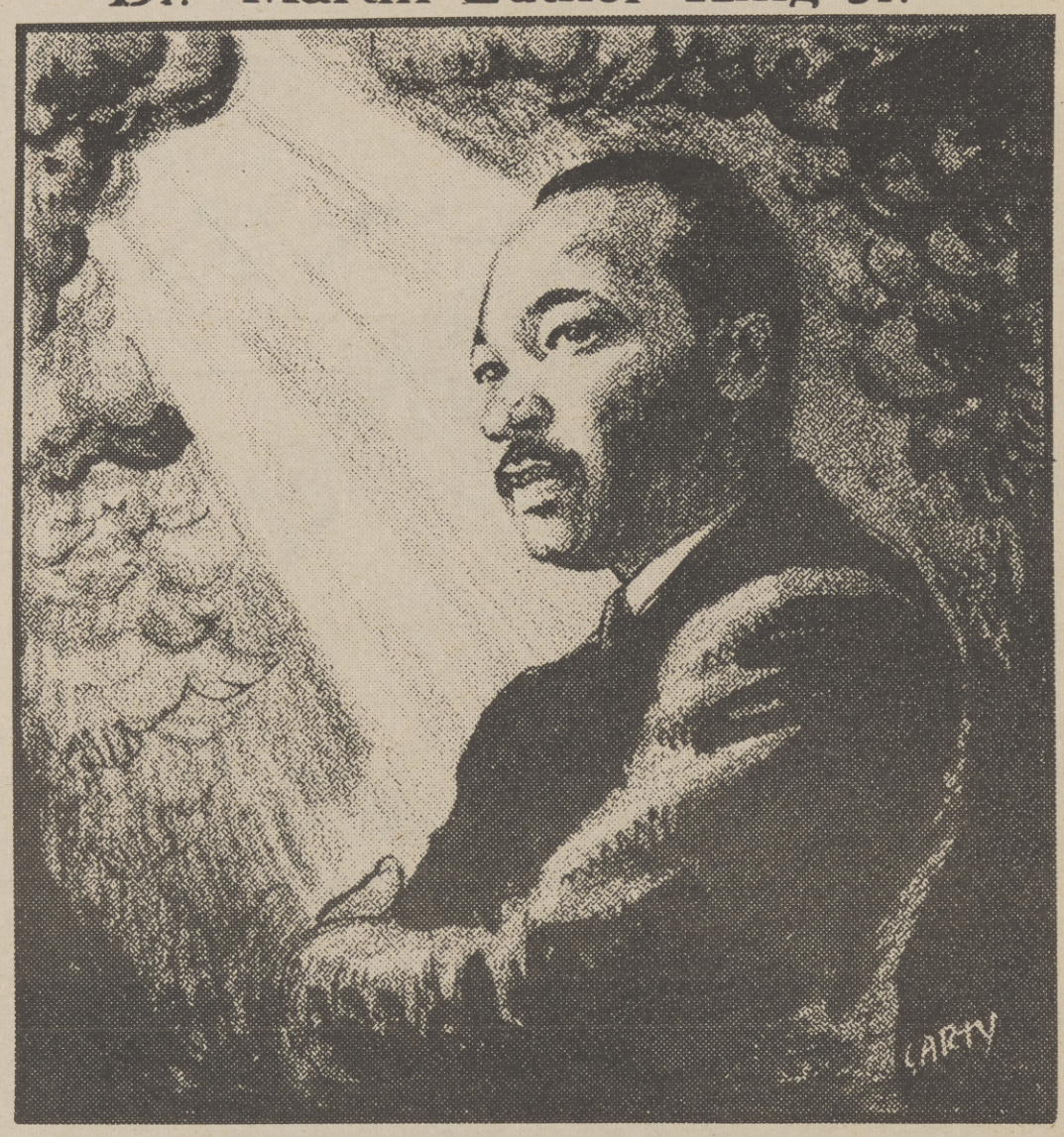
General revenue sharing was supposed to do several things. It was supposed to put additional monies into the cities; it was supposed to encourage local governments to put money into priority areas, and it was supposed to increase local citizen participation in government decisions.

It has accomplished none of those goals.

For every federal dollar under revenue sharing going into the cities, another dollar was taken away in the form of cuts in federal social service programs, so the money was not "new" or additional funds, it was just recycled cash.

The money has not gone into priority areas. The poor and the aged have received only a tiny fraction of the funds, while the bulk of the money has gone into uses that ought to be funded through local taxes, if at all.

Dr. Martin Luther King Jr.



A Man of His Time and A Man Ahead of His Time

The Sacramento Observer

EDITORIALS

Secretary of Transportation

President Ford is to be commended for his nomination of highly able William T. Coleman, a Black Philadelphia attorney, as Secretary of Transportation, one of the largest agencies of government. It employs more than 65,000 workers and has a budget of approximately $8 billion.

If Coleman is confirmed by the Senate, he will become the second Black in the history of America to occupy a seat in the Cabinet. The other was Dr. Robert C. Weaver who served as Secretary of Housing and Urban Development from 1966 to 1968.

Coleman's appointment represents a long climb for Blacks from the back of the bus to the directorship of the total transportation system of our country. This includes: Trains, planes, ships, buses, and city metros.

Maybe this is a good time to take a look at how far we have come. Measuring the distance does not mean that we have reached the millennium, because we still have a long, long way to go. We are still the last hired and the first fired; we are still trapped in too large numbers in the lowest paying, least desirable job; we still live in the poorest housing; and we still stand outside the door of big business, waiting to get more than a toe inside.

But measuring how far we have come could have a salutary affect on all of us, and especially our youths, who have no knowledge of the long road of the past, little appreciation of the advance, and are turned off by a feeling that Black people will never get anywhere.

This is not true and our youth ought to know it, because they need this reinforcement as a stimulus to urge them forward in school and at work with diligence and patience and persistence toward excellence.

Our youth ought to know that in the federal government, for example, their fathers and mothers and neighbors have equipped themselves for better opportunities, and then have marched and demanded and protested and voted for a new day.

And so we have earned our way up from janitors to junior and senior executives. Today, there are 141 Black officials in the top grades, earning from $34,607 to more than $46,000, and another 2,000 earning in excess of $25,000 a year. Altogether, Blacks now hold nearly 400,000 jobs in government in a thin spread of positions across the whole spectrum of federal employment.

No we have not reached the millennium with Coleman's appointment, but we are on our way. As an honor graduate of the University of Pennsylvania who holds a law degree from Harvard, Coleman, also experienced in transportation systems, is well equipped for the Cabinet post. We are sure he will be a great credit to the administration.

President Ford has made a wise choice, and can count on the support of the Black Press as long as he continues to move forward in the recognition that Blacks can make a very large contribution to America.

The Sacramento Observer

Published Weekly By

LEE PUBLISHING COMPANY, INC.

WILLIAM H. LEE
Publisher & Editor

JOE B. STINSON
Asst. to Publisher

Second-class
Postage paid at
Sacramento, Calif.

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'Let's Build a Nation Of Neighbors'

by ASSEMBLYMAN LEON RALPH

On January 15, 1975, Dr. Martin Luther King would have been 45 years old. We know this because of the several memorials and hundreds, if not thousands of speeches that were orated for the celebration of Dr. King's birth.

Yet, I wonder how many people really understand and comprehend this man's life as it relates to our daily existence. I am convinced that we must not celebrate Dr. King's Birthday for one day, rather, we need to practice his philosophy on a every day basis.

This will not be easy, for there are some people in this country who would be critical, unfeeling and in opposition to our efforts to celebrate the birthday of a man with a Ph.D., who died helping garbage men in Tennessee. Yes, we are still surrounded with such fools, in spite of the fact this man gave his life, in hopes that the "American Dream" would be realized for the generations to follow him. Very often, when I encounter these individuals, I attribute their objection to racism, stupidity or both.

I say this for six reasons: (1) the celebration of George Washington's Birthday, (2) the celebration of Abraham Lincoln's Birthday, (3) the celebration of the Birth of this Nation -- July 4th, (4) the celebration of Columbus' Alleged Discovery of America, (5) the celebration of the Jesus' Birth, (6) we celebrate St. Valentine's Day. So, I am convinced we are well within the mark when we say the celebration of this phenomenal life -- is a must.

The question remaining then, is who and what was Dr. Martin Luther King, Jr.?

To understand Dr. King, we need not look beyond our noses, we can purchase his spoken word from any record store. We can obtain his written word from any book store or library. We can discuss his life with our parents. We can view the television memorials this time of year and get a visual education about Dr. King's commitment and involvement. However, there is still another source -- to find out what Dr. King was about. The Bible, for Dr. King was the epitome of Christianity.

(1) The Bible tells us to love our enemy, Dr. King accomplished this by using the non-violent approach, when his life and family was threatened several times -- when he was beaten several times -- he insisted on this approach.

(2) The Bible tells us to be charitable. Dr. King's accomplished this by giving all of his money to the human and civil rights cause.

(3) The Bible tells us to be compassionate. Dr. King fed the hungry, visited those jailed, clothed and naked, tried to cheer friends and enemies with word and song. Tried to change this nation from a thing oriented society to a people oriented society.

Dr. King, was committed to love, justice and righteousness. He tried love, when theirs was hate. He tried to give his life serving others. He had a Ph.D a Nobel Prize, 300-400 Awards, yet true compassion to him was more than slinging a coin to a beggar.

Dr. King was indeed a drum major. He was the Prince of Peace. Dr. King did his thing, while the blood was ran warm in his veins. He climbed the highest mountain, looked over and saw the promised land. He served his time in this old world and therefore served humanity.

But it is not enough for me to talk about a man called King, to simply leave it at that which would not only be phony, but totally inconsistent with the life we celebrate. Each of us must stop for a fleeting few moments and ask what is my commitment?

So, I ask you: What is your commitment to actualizing Dr. King's speech, "I Have A Dream?" What is your commitment to feeding those who are hungry? What is your commitment to the racism wherever it exists, beginning with fellow students, friends and others here at Occidental College in California and in America? What is your commitment to be more compassionate? What is your commitment to cloth the naked? What is your commitment to redirect those who are in prison and those who are prison bound? In short, who did you stop to help today? This week? This year?

Today, we must take a stand, today, we must move forward. Today, we must send the word forth, that Dr. King lives via our commitment, our involvement and our action. Today, must be the first day of the rest of our lives, as it relates to making America what she ought to be.

It is not enough that we have built buildings that reach to the sky, airports to accommodate millions of jet age customers. It's not enough that we've built a nation of colleges and universities and developed brilliant scholars. The task before us is to build a nation where liberty is really the right of all people. The task before us is to build a nation of neighbors. When that day comes -- "We will enjoy a season of light and live in the spring of hope."

Tunney Honors King's Birthday

Senator John V. Tunney issued the following statement in regards to Dr. Martin L. King's birthday:

"The legacy of the Rev. Martin Luther King, is a powerful and enduring one.

"He taught that love and peace and brotherhood can be more powerful weapons than hate, bloodshed and strife. He did more than teach. He symbolized and embodied those values in a life dedicated to justice and opportunity for all Americans.

"Let us observe this anniversary by re-dedicating ourselves to the values he gave his life for. "I Have A Dream," said Martin Luther King." Let us work to realize that dream.

It's That Time Of Year Again!

by Dr. Berkeley G. Burrell,
President, National Business League

Taxes! Taxes! Taxes! What can you say about them other than they hurt and they have to be paid.

It's not enough that your pocket book is looking just about like the Sahara Desert and all signs show that a dust storm may be moving in to stay.

Thank God Christmas comes but once a year. Unfortunantely that's before taxes are due and you've already bought or committed your next two pay checks to a 100-man battallion of Big Jim's and a 50-car fleet of customized Evil Knivel stunt cars.

Too bad the timing isn't better. At least if taxes came earlier or Christmas came later, you might know the odds on your ending in the poor house by January 1.

But this is the traditional smiling face-empty pocket book time of year and most of us anticipate the holiday season and the new year with some reservations at best.

What it all boils down to is planning. Not just planning for Christmas but financial planning - which includes tax planning.

To the average person, financial planning represents a complex system of investment in stock and bonds or the ownership of large amounts of personal property in land or money reserves.

That is precisely what I'm NOT talking about. What I do mean is planning so that at the end of every pay day you are not looking at a high stack of bills and obligations and a much lower stack of money to attack them with.

I'm talking about that family man or woman who either together or individually makes what can be a living wage but must hold their breath in hopes that the unexpected does not occur. That would be like the family car conking out or the TV or something else going on the blink just when there's no money for emergencies, much less necessities.

That also applies to the young professional who doesn't understand why other people cay fly around the country for fun, while making the same salary, and they are grounded because they don't have the cash or the almighty plastic money card--because their credit rating is shot. Planning is for those people whose money is always shorter than their month.

What all of these people are lacking is a consistent flow of cash. That means the amount of spendable money as it relates to their ability to cover obligations with their actual income.

Here is where planning makes a difference between the have's and the have-nots.

A good example of simple financial planning is the now popular Christmas Club accounts. The same theory can be used with a top of other needs and necessities.

If you can project the amount of money you expect to make next year, it is a simple process to estimate what taxes will be drawn against that income. Just plan not to spend that money.

Fortunately we have growing numbers of skilled Black public accountants who can assist us in this type of financial planning. But what every individual and particularly small business men and women should be sensitive to is the need for financial planning and the knowledge that that process does not just apply to the wealthy or big business.

If we plan to survive "that time of year" financial planning should be the first step we take in getting down to business.

Ford's Clemency Program

President Ford's Clemency Program for Vietnam war resisters, which began in mid-September, 1974, and terminates at the end of this month (Jan. 31) divides Vietnam war resisters into three categories, whose cases are handled by different branches of the government:

DEPARTMENT OF DEFENSE

Clemency for military deserters who were not apprehended is handled by the Department of Defense. Those who surrender are processed at Fort Benjamin Harrison and Camp Atterbury, Ind., and given undesirable discharges. The men may then perform up to 24 months alternated service in order to win so-called clemency discharges. About 12,500 men are eligible in this category. To date, the department has received 8,375 request for information and 3,208 men have signed up for processing many of whom are Black.

DEPARTMENT OF JUSTICE

Civilian draft evaders who have not been apprehended may be relieved of all threat of prosecution by contacting the Justice Department and agreeing to perform 24 months of alternate service. So far, 213 evaders have been processed. About 6,000 others are eligible.

PRESIDENTIAL CLEMENCY BOARD

War resisters who have already been prosecuted, convicted, imprisoned and/or received less than honorable discharges come under the board's jurdiction. They may receive conditional pardons based on alternate service or absolute pardons. Because many have already served time, such service has not exceeded 12 months in any case. So far, there have been 1,300 applications, including 500 in sudden rush last week. Some 100,000 offenders, former military and civilian, are included in the category.

'I'm The Greatest'- Ali Might Be Right

BY DENIS J. HARRINGTON

"I'm the greatest" is the less than unassuming proclamation invariably laid heavy on the ears of all within bullhorn distance whenever Muhammad Ali, early dubbed Cassius Clay, hoves onto the scene. Tongue flailing at a rate equal to that of his fabled fists, the reigning ruler of the heavyweight roost wastes little time and countless words in staking his claim to pugilistic immortality. And, on sober reflection, he very possibly might be right.

Ever since the loquacious one reduced the glowering Sonny Liston to a virtual punching bag in a seven round fracas at Miami Beach a decade ago, he has alternately commanded the admiration and enmity of boxing fans the world over like no champion in history. While quick to applaud his superb ringmanship the fight crowd has been just as prompt to deride his superfluous lipmanship. Thus the situation remains to this day.

During his tenure as a professional gladiator, Ali has proven practically invincible save for the last few years when he suffered the only two losses of his career, the most notable being a brutal classic opposite Joe Frazier. But at this writing, both defeats have been properly avenged and the lightning limbed Louisville native once again is king of the hill.

In spite of a fairly representative KO record, Ali has from the beginning been considered almost exclusively a stylist, possessing the fleetness of foot to "float like a butterfly" but with a punch eulogized as a "bee sting." Of late, however, he seems to have discovered new firepower, evidence of this phenomena being readily apparent in his recent victory over George Foreman in which he soundly belabored and then impressively decked the muscular brawler.

With the acquisition of what heretofore was the lone weapon missing from his arsenal, "the Greatest" can now be considered a valid contender for that title. For, to be sure, no fighter regardless of his innate ability could expect to be ranked among the likes of Jack Johnson, Jack Dempsey, Joe Louis and Rocky Marciano devoid of a "rock" in his right mitt. In truth, a man bereft of a knockout punch amid this collection of destructive talent would be as a pop gun against cannons.

Comparisons made between athletes of differing eras has long been a staple of conversation in sporting circles. So intense is the quest for answers to these problematical matchups that even computers are utilized to nearly simulate actual conditions. Several years back, Ali and Marciano were so pitted with the outcomes favoring the "Brockton Bomber." Given other input, Ali's reel would doubtless have prevailed.

On a more realistic level, "Jersey Joe" Walcott, a common opponent of Louis and Marciano as well as a contemporary observer of Ali, states the former duo hit harder but Muhammad is the better boxer. In summation, he favors the pride of Islam over either predecessor due mainly to his superior speed which, interestingly enough, openly defies the popular "He can run but he can't hide" Louisonian theory.

To further confuse the issue, that much respected chronicler of fistic pursuits, Nat Fleischer, says Jack Johnson was the best "knuckle merchant" ever to don the maroon mittens. And so it goes. But about one point there is little dispute. Today, Muhammad Ali holds sway over the "sweet science" like few before him and in his own time would clearly appear to be the deserving recipient of the accolade "The Greatest."

The New Black Depression

BY DR. NATHANIEL WRIGHT

Black Americans of my vintage, and even of a few years younger, will remember quite well the period of the Great Depression. Officially begun in the late 1920's, the Depression Era had begun effectively for Black Americans some years earlier.

The age-old, and seemingly endless pattern, of being the "last fired and first hired," had been in operation since the ending of the Reconstruction in the 1870's. Still Blacks debated their plight, were dealt with respectively through the back or side doors of the White House and so had some measure of hope.

It was not until World War I that Blacks came to know for certain that they were to be the indefinite economic and social outcasts of America. It was the world-renounced, idealistic and scholarly President, Woodrow Wilson, who gratuitiously re-segregated the public tiolets in Washington, D. C., and who abruptly terminated the unofficial presidential meetings with Black advisors on Black needs and aspirations.

WRIGHT

He invited this latter group to leave quickly by the same door by which they had entered, adding tersely that no white man had to respect as binding any commitment he might have made with a Negro.

This, it might be said, was the point at which the great Depression began for Black Americans. The greatest Black semblance of economic power, and of political bargaining clout, ironically was built into the structure of segregation. The carrying of passenger's bags for the railroads, the making of beds, shining of shoes, the cooking and serving of meals on the trains represented the most secure large-scale economic opportunity in the Black community in the period immediately following World War I.

I well remember all of the finely and proudly dressed Black men who looked like bankers and who visited our home when I was a youngster. They were among the economic cream of the Black community. They held forth in high style in the Black drug stores, pool halls and barber shops. They were the deacons and trustees (and even vestrymen!) of the churches and they comprised much of the leadership ranks of the Masons and the Elks.

Collectively, they presented themselves as a power force and voice for Black liberation in A. Philip Randolph's incomparable, and still unsurpassed, Black Brotherhood of Sleeping Car Porters. With the precipitious decline of the railroads and the ending of baggage carrier's segregation, the bottom fell out of this power structure.

A note or two further regarding the men who worked on "the road" speaks graphically of our long continuing plight of economic depression during the 1910's, 20's, 30's and 40's. When I moved from the Mid-west to Boston in 1947, there was an average of slightly more than one college degree per man among the red caps in Boston's famed South Station. The third job which a presently sitting Black judge in Boston had before being called to the bench was carrying bags in South Station. A distinguished Black bishop of the Episcopal Church who died just a few years ago had followed much the same route.

It is a relatively easy matter to forget the difficulties in one's past. But we do so as Black Americans to our peril. We have experienced, in fact, only an awesomely few non-depression years. These could be marked roughly from the end of World War II to the middle of the 1950's. Lest we forget, it was in response to a lack of Black economic and social progress that the seeds of unrest were sown leading to the rise of such leaders as Martin Luther King, Jr., and Malcolm X and to the hope-laden response of President John Fitzgerald Kennedy in 1962. We have never been on what might be called "the fat side" for very long.

The Census Bureau tells us of the sad statistics for 1973 regarding the unclosing social and economic gap between white and Black Americans in a report circulated currently by the NAACP.

Median Black family income was down to 58% of white family income after reaching 61% in 1969. Even in 1969 white families, on the average, were nearly 40% better off than Blacks. Is this the kind of "progress" that more than 100 years of freedom should require?

Earnings of white families from 1969 to 1973 outstripped price increases by 6.1%. Meanwhile Black families below the poverty line increased by 160,000 while 350,000 white families moved above the line, that is in exactly the opposite direction. From elsewhere, we learn that if Black workers were paid as much as white workers for the same work, Black earned incomes would rise by 27%.

Let's not let the spending power of the relief checks and of the momentary unemployment compensation checks fool us. These are marks of a depression. When your community's unemployment rate has reached 15 per cent, you are long passed the entry point of a depression. That's where we, as Black Americans, are today.

State's Job Injury Picture Brighter In '73

A slight downturn in the incidence rate for job-related injuries and illnesses among California workers during 1973 was reported by the State this week.

The brightening trend here occurred although the incidence rate for workplace injuries and illnesses for the U.S. as a whole remained virtually unchanged, according to Margaret R. O'Grady, Chief of Labor Statistics and Research in the State Department of Industrial Relations.

Despite the declining rates for Californians working in the private nonforam sector (other than agriculture, railroads, and mining), Mrs. O'Grady said the total still remained high -- one out of every ten workers, on the average, was killed, injured or became ill as a result of exposure to workplace hazards in 1973. This compares with a ratio of one worker out of every nine reported in 1972. About one-third of injuries and illnesses in both years resulted in lost workdays.

The incidence rate in 1973 was 11.7 recordable occupational injuries or illnesses for each 100 full-time employees, down from 12.6 in 1972.

Job illnesses and injuries (those requiring more than first aid) were recorded for about 620,000 Californians in 1973. The total was about the same as in the previous year, but the incidence rate declined as the number of persons at work rose nearly 7 per cent between 1972 and 1973.

The incidence rate for lost workday cases also edged downward over the two year span -- to 3.9 lost workday cases per 100 manhours in 1973 from 4.0 in 1972. The rate for less serious cases -- nonfatal cases without lost workdays -- dropped to 7.8 per 100 manyears in 1973 from 8.6 in the previous year.

Contract construction and manufacturing were the only two major industry divisions to register incidence rates for recordable cases that were higher than the rate for the total private nonfarm sector.

Comparable incidence rates for major industry groups follows:

. Contract construction, 23.0 recordable cases and 8.1 lost workday cases per 100 manyears, compared with 25.0 and 8.3 in 1972;

. Manufacturing, 16.1 recordable cases per 100 full-time workers and 5.0 lost workday cases per 100 full-time workers; this compares with rates of 17.7 and 4.9 in 1972;

. Transportation industries, 11.5 recordable cases and 5.5 lost workday cases per 100 full-time employees, compared with rates of 12.4 and 5.7 in 1972;

. Wholesale and retail trade establishments, 10.8 recordable cases and 3.6 for lost workday cases per 100 full-time workers, compared with 11.3 and 3.6 in 1972;

. Service industries, 7.4 recordable cases and 2.5 lost workday cases per 100 manyears worked, compared with 7.7 and 2.6 in 1972;

. Finance, insurance, and real estate recorded the lowest rates for any major industry group, 3.0 per 100 manyears for recordable cases and 0.9 for lost workday cases, down from 3.3 and 1.0 in the previous year;

. Oil and gas extraction (the only segment of the mining industries included in the Occupational Injuries and Illnesses survey in California), 15.4 recordable cases per 100 manyears and 6.7 for lost workday cases, compared with 16.5 and 7.5 in 1972.

The annual report on job-related injuries (those requiring more than first aid) and job-related illnesses was the second to be based on a mail survey directed to a scientifically selected sample of private employers in most California industries. The survey covered the second full year of record-keeping under the Federal Occupational Safety and Health Act of 1970 (OSHA).

California has issued statistical information on employee injuries based upon workers' compensation claims reports since 1916. However, said Mrs. O'Grady, workers' compensation coverage varies from state to state, and it has not been possible directly to compare California's safety experience with that for other states. The new annual survey provides standard measures across the nation of the incidence of occupational injuries and illnesses and workdays lost so that state-to-state comparisons can be made.

Other states will be relating incidence rates during this spring and early summer. Preliminary incidence rates for the nation as a whole are available from the Bureau of Labor Statistics, U.S. Department of Labor.

The Sacramento Observer

RELIGION

JAN. 23 - 29, 1975

Avery To Appear At Mt. Calvary

Tampa, Florida's Gospel Recording artist, dynamic Elbert Ivery, will be presented Saturday, Feb. 1, at 7:30 p.m., at Mt. Calvary Baptist Church, 3407 Altose Avenue.

The Rev. Sim Walton is Pastor of Mt. Calvary. Music will be provided by the Choir. The Rev. Ivery, a Minister of Music, has contributed much to the young and old from coast to coast with his rendition of "Melody Of Gospel Songs." He has inspired many hearts to stand up with songs and prayer that God is a reality.

The public is invited to attend the program.

Guests will be other choirs and quartets of the city including Bro. Bennie McClain, Clouds of Glory, and the California State Singers Association, Local #2.

AVERY

GOSPEL MUSIC

The Sacramento Community Gospel Choir, drawing members from various churches and denominations, will give a program of Gospel Music Sunday, Jan. 26, at 4 p.m., in the Veterans' Memorial Theatre in Davis. The community-active choir annually co-sponsors the "Walk For Sickle Cell Anemia," and hopes to raise money to attend the National Gospel Music Workshop this year in New York City. The program is being sponsored by the Mental Health Association of Yolo County and tickets are $3.50 to admit an entire family and $1 for students and senior citizens. They may be purchased at the door, or by contacting the MHAYC office in Davis at 756-8181.

Nature Dictates Opposition To Right

"MEN OPPOSE JESUS BECAUSE OF THE COMPANY HE KEPT. Mark 2:13-17, Luke 15:2

by REV. VINCENT THOMPSON
Observer Religious Editor

Becuase human nature is as it is, truth and light will always meet with some opposition. People who are in control like to settle themselves in a rut of complacency, and any attempt to dislodge them, always results in discord and strife.

Jesus came into the world as the courageous truth of God and as the light to lead men out of darkness. Truth and light always have a hard way in a world populated by creatures such as we are.

The light of Jesus is the most dramatic display in history of the disposition of sinful man to oppose truth and to persecute the truth bearer.

Constant close social relations with men who were called "publicans and sinners" poured oil on the fires of growing opposition to Jesus among the Scribes and Pharasees. When Jesus became friendly with a tax collector named Levi, and asked him to be one of his followers, Levi accepted. Feeling highly honored by receiving such an invitation from a religious leader, he celebrated by giving a large dinner party to which he invited many of his old friends, who were also impressed by the personality of Jesus. Jesus was very pleased over the enthusiasm of His new follower and He sat down and ate with him and his friends in a glad fellowship.

The Scribes and Pharasees did not like this scene, so they "murmured against His disciples, saying "Why do you eat and drink with tax collectors and sinners?" This was a serious offense in the sight of the Scribes and Pharasees, for undoubtedly the food was not prepared according to the requirements of Moses' law. A respectable Pharasee always observed carefull regulations in his home before meals. These regulations were not followed in the home of Publican.

In the sight of the Scribes and Pharasees, Jesus was actually corrupting the morals of His followers. They felt that it was both wrong and irreligious to make friends with such people.

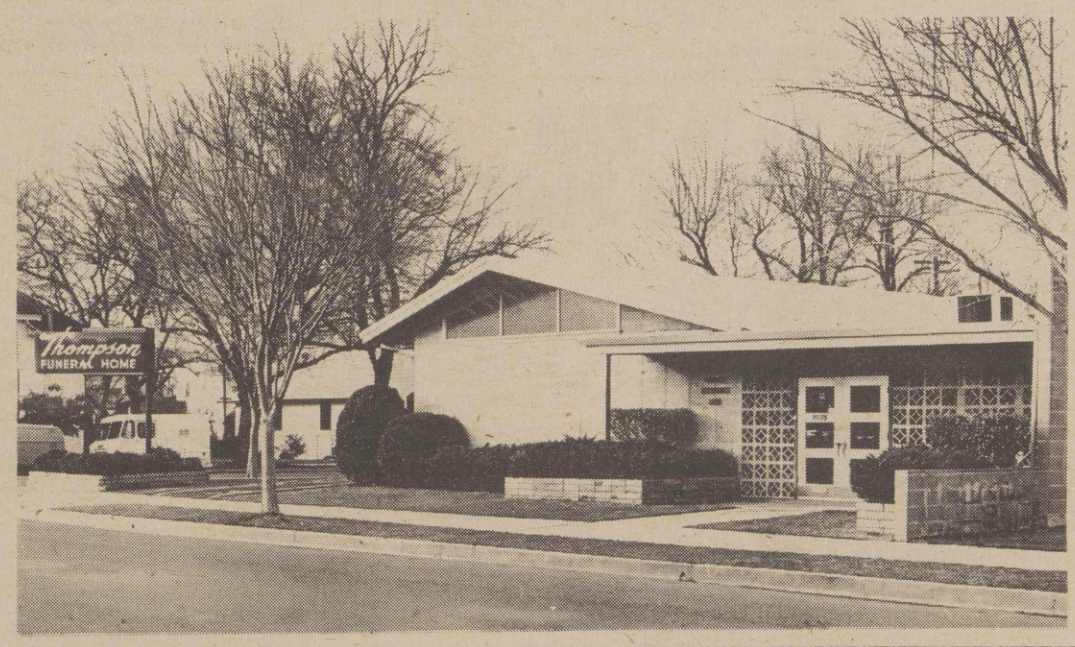
But Jesus was persuaded that these "sinners" could be won to a new life only through friends who loved and cared. They were sick and needed a friendly physician.

On another occasion, a Pharasee, Simon, invited Jesus to dine at his house. A woman who was a sinner, probably a prostitute, heard that He was at the Pharasee's house. She came with a flask of ointment, wet His feet with her tears, wiped them with her hair, and annointed them.

Jesus, being aware of the great love the woman had demonstrated, assured her of the forgiveness of God. Simon, the host, was greatly disturbed that Jesus would allow such a sinful person to touch Him. He was allowing His prejudice to stand in the way of helping a needy person.

But Jesus forgot all about ceremony and saw a child of God who needed forgiveness and a restored sense of fellowship.

Jesus is not interested in merely patching up our old lives and turning us out as patched-up persons, He makes new creatures of us. That is why men oppose Jesus. Jesus wants you to go to church. God wants you to go to Church. Go To Church This Sunday.



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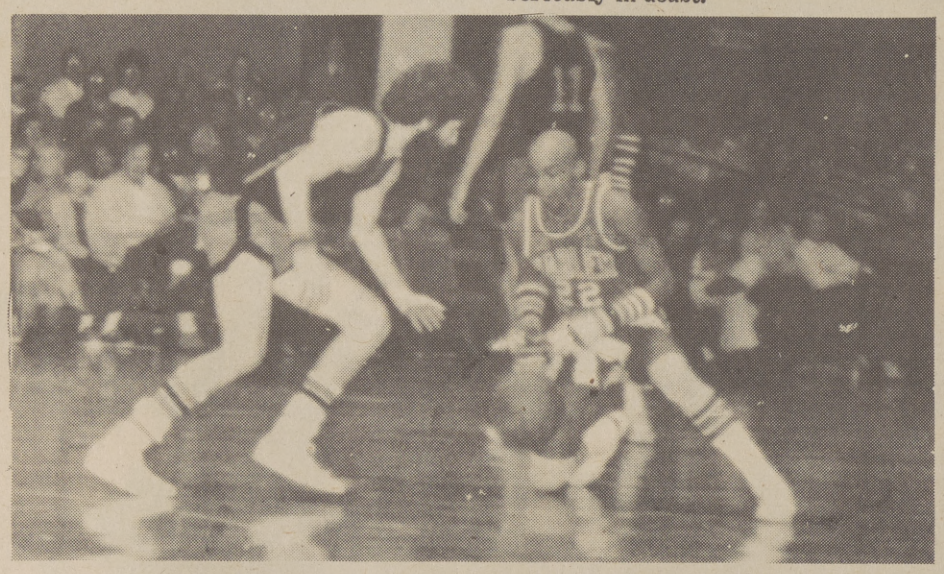
Globetrooters Win- Laughing All The Way

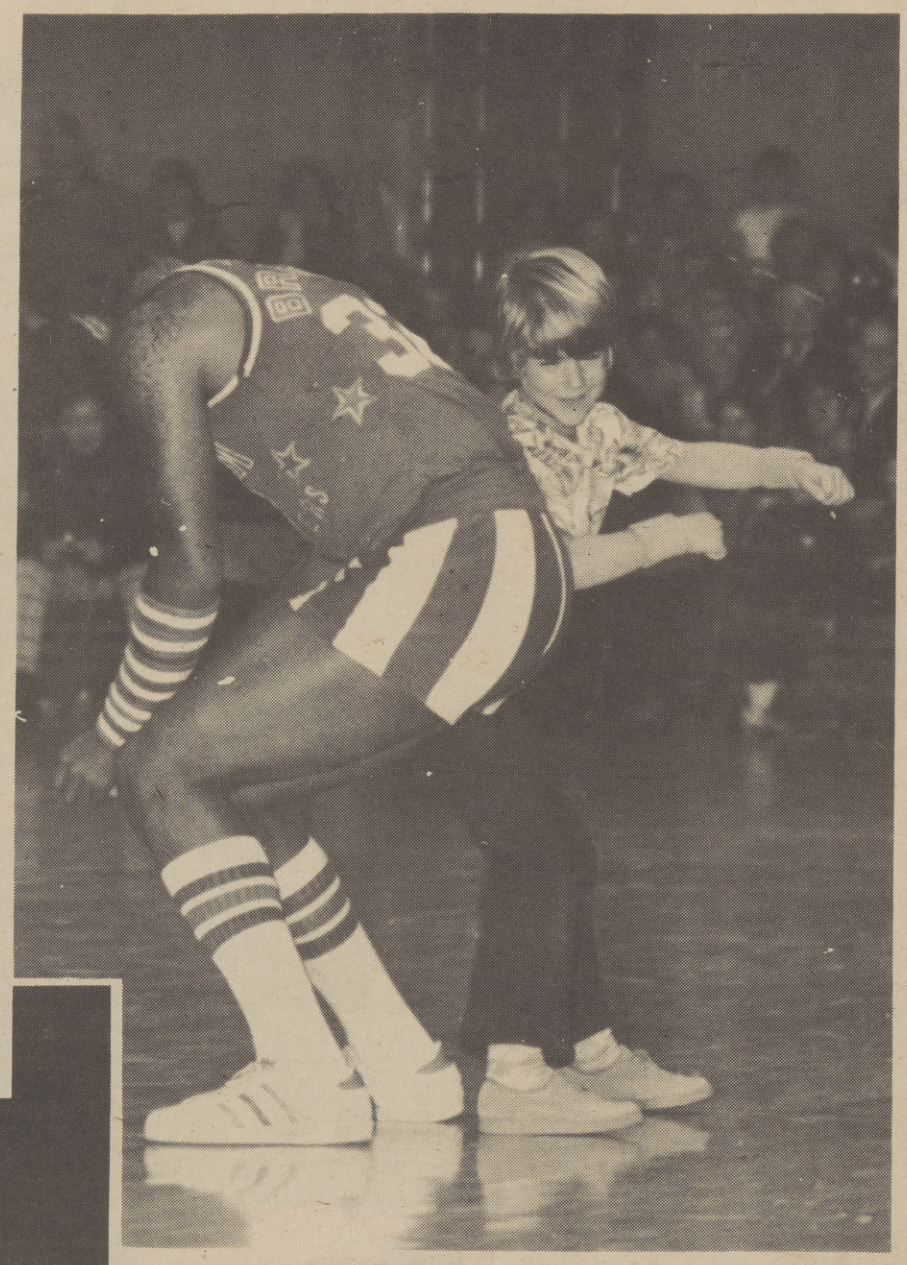
When the laugh-a-minute Harlem Globetrotters are in town there is sure to be fast action and continuous side-splitting antics cooked up by the masters of court comedi.

The star jester was none other than Meadowlark Lemon who turned in a oscar caliber performance as the trotters downed the Washington Generals 83-70 before 2,684 cash paying fans.

Teammate Curley Neal exhibited his expert control over the basketball. Curley performed his ball balancing act to the dismay of baffled defensive players.

Other members of the internationally known basketball clowns equally contributed to the winning record. The Globetrotters lead the game from the first basket. Their victory was never seriously in doubt.





PRE-SEASON SPECIAL

Save up to $7.50 at Golden Gate Fields.

For a limited time, purchase special discount ticket books for the 1975 thoroughbred racing season at Golden Gate Fields.

GRANDSTAND DISCOUNT BOOK.
10 admissions—$17.50. You save $5.00

CLUBHOUSE DISCOUNT BOOK.
10 admissions—$27.50. You save $7.50

Purchase books by mail c/o Special Events (incl. 50¢ mailing charge) or Monday through Friday at Golden Gate Fields at Administration Office. Make checks payable to Golden Gate Fields.

Coupons are good any time during the 1975 meet—February 7-June 14. Unused tickets are not refundable. Take advantage of this pre-season special now and save! Purchase books thru February 14.

Golden Gate Fields
P.O. Box 27, Albany, California 94706

Guevara To Meet Vasquez

Joe Guevara, a Sacramentan and the number two bantamweight boxer in the United States, will fight David Vanquez of New York, on Feb. 18, at 8 p.m., in the Sacramento Memorial Auditorium.

Vasquez is considered one of the hottest Bantam weight prospects in the United States.

He has had matches with Enrique Pinder, Famosito Gomez, Francisco Villegas and Benny Rodriquez.

Guevara, who trains at the Oak Park Athletic Center, 3418 Broadway, took the California State Bantam weight title from Frankie Duarte during their match on Dec. 3, 1974.

The winner of the upcoming bout will challenge Francisco Vollegas for the U.S Bantamweight Championship.

Both Guevara and Vasquez have their eyes set on the World Bantam weight Championship later this year.

K-POP 1110 AM K-PIP 93.5 FM SPORTS SCHEDULE

Thursday, January 23
Warriors vs Philadelphia
KPOP - KPIP FM
7:15 p.m.

Friday, January 24
Mira Loma vs Rio Americano
7:15 p.m.

Saturday, January 25
Warriors vs Portland
7:45 p.m.

Sunday January 26
Warriors vs Portland
6:45 p.m.

Tuesday, January 28
High School Basketball
San Juan vs La Sierra
7:20 p.m.

Wednesday, January 29
Warriors vs Detroit
6:15 p.m.

K-POP 1110 AM
K-PIP 93.5 FM

The Sacramento Observer

SPORTS

JAN. 23 - 29, 1975 PAGE B-7

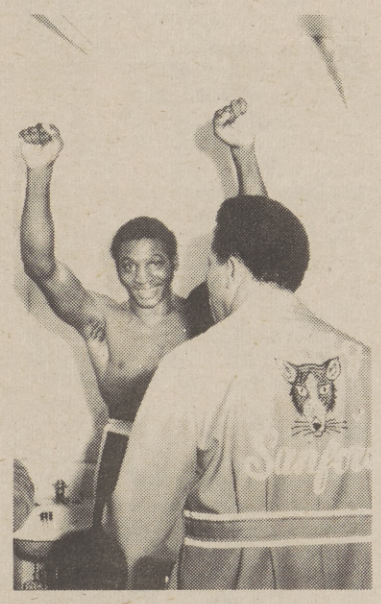
FOXX, TRAINERS AND HOUPE

Fred Houpe Is 'Young Sanford'

"Young Sanford," (a.k.a. Fred Houpe), is a new up and coming heavyweight boxer managed by comedian Redd Foxx. As an amateur, Sanford had an impressive record of 85 wins in 100 fights with 59 KOs. Since turning pro in July, 1974, his current record is 4 and 0, all by KOs.

Born in Chicago on May 13 (the same date as the great Joe Lous) 24-year-old Young Sanford is the oldest of a family of four children. He has a pair of twin sisters, Joyce Ann and Peggy Ann, 22 years old, and a sister, Yolanda, 18 years old. A 1969 graduate of Wendell Phillips High School, he excelled in football, baseball and basketball.

Due to the encouragement of a friend, and his own personal beliefs that boxing is an honest, one-man sport requiring individual effort, Sanford launched his career in boxing in 1965, at the age of fifteen. From that time forward, his life has consisted of school, work and boxing, a busy schedule that kept him off Chicago streets and away from teenage groups.



'YOUNG SANFORD'

"Young Sanford" will be appearing this Saturday, January 25, 1975, at the Richmond, California, Auditorium.

Currently Young Sanford is completing pre-law and education courses at Pepperdine University. His goal is to become the first heavyweight champion in boxing history to have also acquired a college education. With most of his energies spent perfecting his boxing style, when time permits, Sanford enjoys reading Black literature and history. He and his wife, Francesca, an art student, now reside in Los Angeles and are expecting the arrival of their first child.

Black Superstars Will Show in Vegas

Heading up the list of super stars slated to appear at the 2nd Ammual Black Athlete's Hall of Fame Convention . . . to be held in Las Vegas, Nevada, March 11 through March 13, are Bill Cosby, Robert Goulet, Aretha Franklin, Sammy Davis, Jr., Ray Charles, and Richard Pryor.

This sextet of internationally renown entertainers, joined by a host of other celebrities from all over the world, will assemble in Las Vegas to pay tribute to outstanding Black athletes from throughout the United States who have earned their own kind immortality and stardom via the pages of sports history.

Assoc. To Present Boat Show

The Sacramento Valley Marine Association is presenting the first Annual Sacramento Boat Show, which will exclusively show power and sail boat and marine equipment. Twenty-five dealers will be exhibiting approximately 300 power and sail boats.

The show will be held for four days on January 30, 31 and also February 1 and 2 at the brand new Convention Center in downtown Sacramento.

Among the special features will be a "Family Day," on Thursday, January 30; with admission at discount prices; a Beauty Contest to choose a Boat Show Queen; and a free door prize drawing. Grand prize will be a $1,600.00 Tri-Hull 15 foot Sea Swirl Boat. Second prize is a Mercury 7-1/2 horsepower outboard motor. Third prize is a pair of water skis.

Young ladies between 16 and 21 years of age, are invited to enter the Boat Show Queen Contest. Details and entry forms at any Sacramento area marine dealer.

Volleyball League

The City of Sacramento Recreation and Parks Department, is now accepting entry forms for its Special Youth Services Volleyball League.

It will be run the month of February and entry forms are due January 29, 1975. The teams must be co-recreational and consist of at least 8 players.

Entry forms may be picked up at the recreation office at 3520 5th Avenue.

For further information, call Lynn McGill at 452-5681, extension 55.

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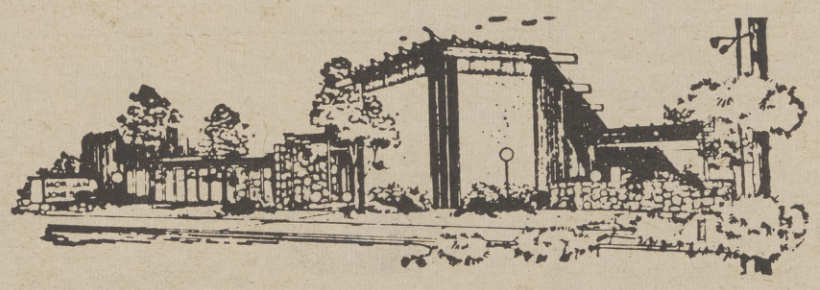
Mrs. Charles Jones and Sons



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WINTER SPORTS INFORMATION LINE – 24 HOURS DAILY – DIAL 766-7760

"KJAY SOUNDS LIKE FUN"

14 Blacks To Join Hall Of Fame

LAS VEGAS, Nev. - Fourteen top Black and white sports figures will join such superstars as Hank Aaron, Willie Mays and the late Jackie Robinson in the Black Athletes Hall of Fame.

The new contingent will include Roy Campanella, Elgin Baylor and the late Abe Saperstein, founder and coach of the Harlem Globetrotters, this year's only white choice. They will be inducted into the BAHF at the second annual awards banquet on March 13 at Caesars Palace Hotel.

Others named for induction include Gale Sayers, former running back of the Chicago Bears; Henry Armstrong, boxing champion of the late 1930's; track stars Ms. Willye White, Harrison Dillard and William De Hart Hubbard; Joe Yancey, organizer, coach and director of the New York Pioneer Club, producer of many track champions; Robert L. (Bob) Douglas, founder and coach of the Harlem Renaissance professional basketball team; and Pele, world-famous Brazilian soccer star.

In addition to Saperstein, others to be inducted posthumously are Roberto Clemente, out fielder for the Pittsburgh Pirates; world heavyweight champion Jack Johnson and John Henry (Pop) Lloyd, infielder for the old Atlantic City Bachrach Giants baseball team.

Executive Director, Charlie Mays, a sprinter and long jumper from New Jersey, organized BAHF last January. He conceived the idea in 1968, after competing in the Mexico City Olympic games, Mays summarized BAHF's overall philosophy this way:

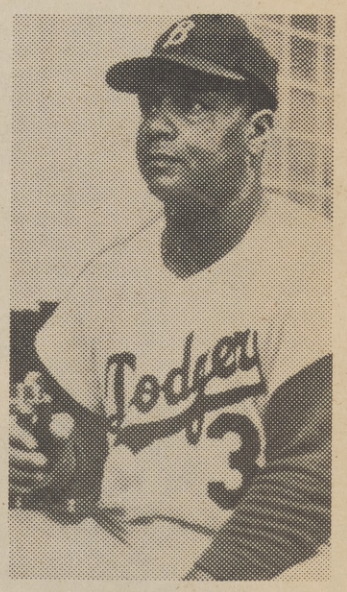
"To honor annually, any person, male or female, Black or white, universally, who has made a contribution of permanent value in the interest of sports . . . based on having exemplary character and a desire to add to the togetherness of mankind."

At present, the Black Athletes Hall of Fame is located in Mays' office in New York City. Mays said he had offers from Newark and Atlantic City, N. J., Las Vegas and Chicago to house the Hall of Fame.

Nevada and Las Vegas officials have proclaimed March 11-13 Black Athletes Hall of Fame Week in Las Vegas. Joe Louis will serve as honorary chairman of the awards banquet.

The board of directors include Herb Douglas, former track star and vice president of Schieffelin Co.; Roone Arledge president and executive producer of ABC Sports; Howard Cosell, ABC sportscaster; four-time Olympic Gold Medal winner, Jesse Owens; Olympic decathlon star Rafer Johnson; and John Meyers, publisher of Sports Illustrated.

Receiving special honors will be O. J. Simpaon of the Buffalo Bills; Sam Lacy, long - time sportswriter with the Afro-American chain of Black newspapers; Dr. Leroy Walker, first Black Olympic track coach; and Frank Robinson, new coach of the Cleveland Indians.



CAMPANELLA

Table Tennis Tourney Slated

The City Department of Recreation and Parks has announced the city's annual Table Tennis Tournament set for February 20, 21 and 23.

Entry forms are now available by calling 452-5681 or dropping by the Recreation and Parks Department, 3520 Fifth Avenue, between the hours of 8:00 a.m., to 5:00 p.m. daily. Last registration date is February 10, 1975.

Playing time will be from 6:00 p.m., to 10:30 p.m., on Thursday and Friday; 1:00 p.m. to 9:00 p.m. on Sunday.

Matches will be played at WillK. Wood Junio

Matches will be played at Will C. Wood Junior High School Gymnasium, 6201 Lemon Hill Avenue, Sacramento.

There will be thirteen divisions: Men's "A", "B", "C", Novice Singles and Open and Novice Doubles; Women's Open, Novice Singles and Open and Novice Doubles; Open and Novice Doubles: and a junior Boys Singles (Ages 13-15). Trophies will be awarded to winners and runner-ups in singles matches and winners in double matches. Juniors will be awarded certificates.

One dollar ($1.) will be charged each contestant for each singles and doubles matches entered. Juniors will not be charged an entry fee. A minimum of six entries per event must register before the event will be held.

Equipment will be furnished by the Recreation and Parks Department; however, contestants must furnish their own gym shoes.

Single Parents Adjust To New Lifestyles

"Until my wife and I divorced, and we made the conscious choice for the children to live with me, I didn't know that it takes a hell of a lot of hard work to be a real parent. Working out of ignorance in the beginning turned out to be a positive thing. We just go day by day, trying to find solutions that work for all of us, realizing the mistakes don't matter, trying not to fall back on the old pattern of my being the hard-line authority.

"Sometimes it feels unbalanced, like there should be a woman here. It's hard to keep it all going--the arrangements, their friends, the schedules, the babysitters, keeping my own mobility. When the children are asked by others why they live with me and not their mother, they simply say, "This is our home."

This man and other men and women are coping with a special situation--raising their children without benefit of a partner. Many have unusual problems, and in most cases, are able to find unusual answers to those problems. University of California Davis Extension is presenting a two-day program designed especially for single parents.

"Workshop for Single Parents" will help define the needs in relationships with children and other people in their lives. An attempt will be made to understand the varied and demanding roles expected of single parents and opportunities will be provided to explore satisfying ways of filling their needs. This class is limited to those people who are presently living without a partner, but with their children. Living without means permanently separated from them does not include intermittent separations such as military people experience. Babysitting will be available at the class for a small fee.

Ruby P. Long, a counselor for the San Juan Unified School District and Extension instructor Dorothy Managhan will teach the course. The class meets in the Blue Room, Counseling Center, 6141 Sutter Avenue, Friday, 7 to 10 p.m., Saturday, 10 a.m. to 5 p.m., February 7-8. Enrollment is limited.

For further information or enrollment, please contact University Extension, 4445 Chemistry, University of California, Davis, CA 95616 or phone (916) 752-0880. Sacramento residents may dial toll-free by asking the operator for Enterprise 1-7528.

LEGISLATIVE TRIBUTE

Several secretaries from the California State Legislature gathered to pay tribute to the elevation of one of their own last week at Posey's Restaurant. Mrs. Shirley Gomes was recently promoted to the position of executive secretary to Assembly Leon Ralph. Mrs. Gomes is shown at the head of the table offering a toast to her new position and thanking her colleagues for their hospitality. Ralph is Chairman of the powerful Assembly Rules Committee.

The Sacramento Observer

SOCIAL WHIRL

JAN. 23 - 29, 1975 PAGE C-1

Job Training Aids Women Recruits

WASHINGTON - Secretary of Labor Peter J. Brennan, called for new ways to help women share fully in American life.

At a special program marking the beginning of International Women's Year, Brennan said.

"Your cooperation in making this special program possible shows better than anything the deep commitment we all share to the goals of International Women's Year -- peace, equality and development.

"Achieving all of these goals is vital to our efforts to advance the economic, social and political status of women in this country. But two of these goals -- equality and development -- pose especially great challenges to us today," he added.

Secretary Brennan said "we have good legislative tools to assure that women receive equal treatment on the job," citing the Civil Rights Act, the Federal Equal Pay Act and Executive order 11246.

"The Labor Department has, and will continue to enforce these federal laws and regulations in a fair and firm manner. We will seek voluntary compliance wherever possible but we will not hestiate -- as we have shown -- to go to court to enforce these laws and to rectify the effects of past discrimination," Brennan said.

Brennan said one answer to the problem of unemployment is "to create more training and employment options for women, especially in the fields where the demand for workers is higher.

He noted that reactivated Federal Committee on Apprenticeship is charged with developing a new apprenticeship strategy to widen the number of job choices open to women.

Pilot outreach programs in six cities to recruit women for apprenticeships in non-traditional jobs are also part of the Labor Department's efforts to expand job opportunity programs for women in non-traditional and apprenticeship areas.

"By far the single biggest program assuring women new job and training opportunities

Carmen R. Maymi, director of the Labor Department's Women's Bureau said the most important aspect of International Women's Year, "is that it serves as a rallying point for women of this nation who feel the urgency of moving ahead to full participation in the future of our country.

Women To Get Training

A new program offering management training for women thru university extension, begins January 27 at California State University. Offered in three separate classes, the program features effective management techniques.

The first class "Women In Management," will run January 27, 28 and February 3, 4 and 10. The course will discuss basic management and administrative techniques including supervisions, planning, leading, organizaing and controlling with special emphasis on management by objectives, leadership skills and fundamentals of teamwork.

Instructor for the one-unit extension course is Charlotte Williams of the Alpha II Social Systems Management Firm. Fee for the class is $28. Interested persons should register in advance through the Office of Continuing Education, 454-6101.

Other management courses will include "Effective Management Planning," an advanced management skills course, and "Affirmative Action Program Planning and Implementation," a look at new affirmative action requirements for business

INSIDE THE WHIRL

Hairstyles

Jenee Huitt tells how to create a fashion image...C-2

'New Spirit'

Merv Dymally was sworn in as California's Lt. Governor...C-4, C-5

Party

The Sacramento Urban League held a special 'Family Party'...C-7

POLL SHOWS WOMEN DISAPPROVE OF PREMARITAL SEX

American women support efforts to improve their status but disapprove of pre-marital sex and permissive child-raising. However, the way in which women view these and other questions important to them often varies according to their age, education, race, income and geographic location.

The diverse attitudes of women to key issues of their roles as parents, wives, citizens and providers are disclosed by the Virginia Slims American Women's Opinion Poll, Volume III, which was just released. The Poll was conducted by The Roper Organization, Inc., among a national sample of 3,000 women and 1,000 men.

According to Thomas Keim, Virginia Slims Manager, the third Poll was undertaken to extend the scope of Virginia Slims' in-depth study of the American Woman. "This latest Poll," notes Mr. Keim, "brings to light the feeling and changing attitudes towards women's roles -- feelings and changes which suggest a profound effect on the shape of marriage and the American family in the future."

Disagreements between women in the 18 to 29-year-old group and women over 50 are pronounced and frequent. Women between 18 and 29, favor efforts to strengthen or change women's attitudes by a 70% to 16% margin while women over 50 agree with such efforts by a much smaller 47% to 30%.

The young prefer a marriage in which husband and wife share responsibllity, by 61% to 33%, but by an opposite 61% to 35% margin, women over 50 advocate the traditional marriage in which the husband provides and the wife runs the house and looks after the children.

Women between 18 and 29 consider a couple's having similar backgrounds and children much less important to a good marriage than do women over 50.

A 61% to 34% majority of young women would accept a daughter's marriage to a man of another race; 46% to 45% plurality of women over 50 would not.

Women over 50 approve more of large families and religious training for children than do women between 18 and 29. Women over 50 also believe that marriage is of greater importance for a son or daughter than an interesting career or financial success.

The young are much more likely to regard falling out of love with one another, or falling in love with someone else, as grounds for divorce. Women over 50 tend more to regard sexual infidelity or excessive drinking problems as reason to end a marriage.

The greatest differences between the generations occur on issues of "the new morality," more specifically, pre-marital sex. Nearly one-fourth of the young, 23%, but only one in 20 women who is 50 or older, 5%, believes that sexual freedom before marriage is a change for the better. Three-fifths (59%, of older women but only a quarter -- 26% -- of young women consider sexual freedom a change for the worse. One-half of young women (49%) and less than one-third of women in the 50-plus groups (29%) have mixed feelings about it.

The youngest and oldest group (women between 18 and 29 and over 50) are less likely than women between 30 and 49 to agree that young people are now less concerned about social status and financial success than young people used to be.

As a rule, women with college educations hold the same opinions as young women, while those with only grade school educations agree with older women.

Like the young, college graduates strongly favor efforts to improve the status of women, by 67% to 20%, while support among the grade school educated is a thinner 43% to 28%. College - educated women are more likely to assign household chores such as mending clothes and mowing lawns to children of either sex.

And the well-educated place greater emphasis on personal rapport as a reason for marrying. Two-thirds of college-educated women (65%) but only half of the high school (48%) and one-third of the grade school educated (33%) think that liking and wanting to be with a peculiar man is an important reason for marrying. College women are also more likely to believe that "having little in common" or "different views on how to raise children," are reasons for divorce.

Fifty-seven per cent of college-educated women, but only 34% of grade school women believe the ideal family contains no more than two children. College women tend much more than other women to regard world overpopulation as a good reason to have only one or two children.

In raising children, grade school women believe much more in discipline and religion; college graduates in moral and ethical example.

Fashionable Facts

by Jenée Huitt
OBSERVER FASHION EDITOR

Skin Beauty Tips

Despite the hazards of climate and air pollution, get your skin really clean and fresh looking -- By cleansing your skin thoroughly regardless of type. Twice a day may be enough for dry skin; oily skin as often as you need to prevent on oily film that becomes a dirt-catcher. Both types can use an astringent lotion, or skin freshner, helps remove any remaining traces of make-up or oil from your skin. Most fresheners tighten pores temporarily and stimulate circulation.

Moisturize your skin. Every woman who needs a really effective moisturizer, and that's practically all women -- will be interested in a delightful new product recently introduced in our area by the famous Noxell Laboratories, makers of Noxzema.

Its called "Raintree," and it's rich yet light, never greasy or sticky. It glides on smoothly, is quickly absorbed and leaves the skin looking soft and lovely.

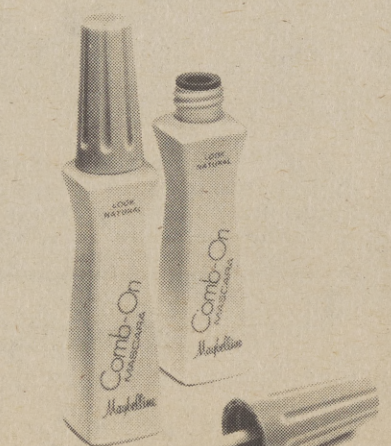
Refreshing your skin with rain-sheer moisture -- it even smells rain-fresh!

Creams 'n Gels -- treat your skin to discourage breakouts. If you're troubled by excessive oily patches, use a drying cream or gel. A good medicated lotion is very effective for fighting minor breakouts.

A well-balanced diet is another essential ally for skin health, and get the right amount of sleep. Remember, you don't have to be a teenager to have breakouts.

For serious skin problems, see a dermatologist as soon as possible.

THE MAYBELLINE LOOK



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SIGN OF THE TIMES

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Widowhood Problems To Be Discussed

The adjustment to being single is the topic of two community services classes offered this spring. "Single Adjustment," is designed for divorced or separated individuals. The purpose of the 8-week seminar is to understand the psycholigical and social adjustment process during the period of breaking past relationships and finding a new pattern. The class begins March 4, 1975, from 7:00 p.m. to 9:30 p.m.

"Widow-Widower," is a 6-week course that examines the adjustment process for those individuals who have lost a spouse. The seminar explores the psychological shock through understanding, sharing, relating resources and strategies for personal readjustment with others who have lost a mate. The course starts February 6, 1975, from 3:30 to 5:00 p.m.

For more information on these non-credit courses, contact Community Services Office, 421-1000.

HOOKS GREETED

Members of the Sacramento Black Media Association (SBMA), present Federal Communication Commissioner Benjamin Hooks, with a silkscreen printed T-shirt, illustrating the moto of the communications organization. Willie Neelon, shown at right, presented the T-shirt following Hooks' speech. Pictured from left are, Jerry Tipton, and Majalia Johanson. (Photo by Calvin Wilcox).

CCSW To Hold Press Conference

The California Comission on the Status of Women, will holda press conference Thursday, January 23, at 9:30 a.m., in the State Capitol, Room 1190.

Anita Miller, Chairperson of the commission, will examine inequalities in the State Insurance Code including Life, Health, Disability, and Unemployment Insurances. Ms. Miller will also discuss the Commission's recommendation to the Legislature to correct these problems through legislation.

A report to be published by the Commission entitled "Women's Problems in Insurance," will be released to the public at the conference. The study cites many examples of discrimination in this important economic concern area.

BIG CHECK

Members of the Sacramento Chapter of the Alpha Phi Alpha Fraternity, presented incumbent, Los Rios Community College Board Trustee Dr. George Stewart, with a check for $200 at the home of Dr. Marcus Crowder. Crowder hosted a champagne reception to raise funds which will go towards Stewart's re-election bid. Stewart faces major opposition from perennial candidate for public office, Raymond Vandegriff. Vandegriff is a retired high school teacher and the executive director of the Save Our Neighborhood Schools Committee of Sacramento. Shown from left, are Dr. George Stewart and Dr. Marcus Crowder.

SRACP Will Present 4 Workshops On Planning

What is Social Planning and who is doing it? How can citizens participate in the process? What are the roles of government and of the voluntary sector in providing social services?

These are some of the questions to be discussed at four community workshops to be held by the Sacramento Regional Area Planning Commission in two locations. On January 23, workshops will be held at 1:30 and 7:00 at the Fremont Presbyterian Church, 5770 Carlson Drive, Sacramento and again on January 24, at 1:30 and 7:00 in the City Council Chambers, 441 Colusa Avenue, Yuba City.

These workshops will focus on the Human Resources Element of the Regional General Plan, which is being considered for adoption by the Commission. This is a policy document, proposing Goals and Policies as a guide to local governments for providing human service programs.

The report describes the present service delivery system as fragmented and recommends greater coordination in planning and program operations.

Health Forum Will Focus On Heart Attacks

"Are Heart Attacks Accidents?" This topic, the first in a series of Community Health Forums sponsored by Eskaton American River Healthcare Center, will be presented by Thomas O. Evans, M.D., and will attempt to define the risks of having a heart attack and how those risks can be decreased.

Dr. Evans is the Medical Director of the hospital's Intensive and Coronary Care units, and a specialist in internal medicine and cardiology.

The Forum is to be held in the hospital cafeteria, 4747 Engle Road, Carmichael, at 7:30 p.m., on Wednesday, January 29, 1975.

The public is invited to attend, but because of limited space, reservations must be made by calling 486-2218. There is no charge for the program.

Future Community Health Forums, to be held on the last Wednesday of each month thru May, will concern the areas of sports injuries, mental health, emphysema and strokes. The Forums are offered as a community service to provide medical information in those areas where the public may have great interest.

PTA SLATES FAIR

The National PTA Cultural Arts Reflections Project has been extended from Feb. 1, to Feb. 14.

The purpose of the project is to encourage creative expression among children and youth in the form of visual arts, literature, and music. There are separate contests for primary, intermediate, Jr. High, and Sr. High. The theme is "Our Heritage-Our Hopes."

All entries, accompanied by a student entry blank, should be sent to the Third District PTA Office, 2424 Castro Way, Sacramento, Calif., no later than Feb. 14, 1975. For further information, call the Third District Office, 456-6901, weekdays only.

35 Students Complete LVN Training

Thirty-five Sacramento City College students received a certificate signifying successful completion of the Licensed Vocational Nurses Program Thursday, January 23, 1975

Mrs. Rae Wood, Director of the Division Licensed Vocational Nursing, noted that the three semester course of instruction prepares qualified students to become skilled vocational nurses.

The curriculum is organized under the standards prescribed by the State of California Board of Vocational Nurse and Psychiatric Technician Examiners. The graduating students are now scheduled to take the State Board examination for the certification to become Licensed Vocational Nurses in California.

The graduating nurses include: Rose Brown, Mary Clark, Lillian Criswell, Martha DeFer, Shirley Earon, Donna Eggleston, Nancy Fletcher, Willie Ruth Halsey, Janet Kreider, Alice Lawrence, Josephine Marez, Cheryl Martin, Anna McGee, Kathy McVey, Patricia Morozumi, Ann Newman, Esther Ortega, Murlene Payne, Earl Renschler, Mary Torres, Phyllis Tripp, Adela Vance, Catherine Watkins, and Diana White.

Others include: Margot Bliesner and Geraldine Brown, North Highlands; Cheryl Brown and Joan Knapp, Davis; Sharon Elder and Barbara Payne, Rancho Cordova; Ralpha Garrison, Elk Grove; Sharon Headrick, Citrus Heights; Arsenia Hrulbut, Rio Linda; Cynthia Keagy and Marie Murray, Fiddletown, California.

Women Attys Will Rap On Bias

Speakers and panelists who will participate in the sex discrimination workshop to be held Saturday, February 8, 1975, entitled "Women at Work - Dealing with Discrimination," have been announced by Women Lawyers of Sacramento. The workshop's being sponsored by the women's group a public service. Several other groups are co-sponsoring the session.

"It is hoped that working women throughout the Sacramento area will take advantage of this opportunity to learn what their rights are and how to deal with sex discrimination in their jobs by attending the panel discussions and roundtable workshops," said a release announcing the workshop.

A registration fee of $1.50 is being charged, to attend the workshop, attendance will be limited to 350. Those who wish to be assured of early registration may contact Rita Singer at 484-4751 days, or 489-0348 nights for a registration form.

The workshop will be held from 9-4:30 on Saturday, February 8, 1975, at McGeorge School of Law, 3200 Fifth Avenue, Sacramento

YVETTA PAGE

Yvetta Page Makes Top List

Yvetta Page has been named to the President's Honor Roll at Langston University, Langston, Oklahoma, where she is a senior in the Department of Health and Physical Education. The 1972 graduate of Luther Burbank High School, Sacramento, made a perfect 4.0 grade average for the fall semester. She is the daughter of Mrs. Dorothy Edwards of 754 Hogan Drive, Sacramento, and Henry Page of 912 Adeline, Oakland, California.

Old Customs Still Alive

The bridal customs so dear to a young girls' heart have their origins far back in time.

For example, the primitive bride set before her cave displaying the circlet of rushes about her wrist or ankle as proudly as today's young women show off their platinum wedding band or diamond engagment ring.

Each season the wife got herself a new circlet. In time her mate, deciding the union was going to last, replaced it with a band or iron to signify the permanence of the relationship. So much for Neanderthal newlyweds!

In times when marriage by purchase was customary, a prospective bridegroom began with a pledge and part payment to prove his worthiness and good intentions. Gifts of cattle, food or jewels to the bride-to-be and her father were called "earnest money." Later, the gift to the bride was a personal ornament or ring presented at the bethrothal, and from this came the practice of using engagement rings.

The betrothal ring used by the Egyptians, Greeks, and Romans were adopted by early Christians in the second century and later became the wedding ring. The engagement ring set with a precious gem came into use in the Middle Ages: the diamond attained popularity in the 15th century and became customary around 1800.

Today many brides are selecting platinum as the setting for their wedding bands and their diamond engagement rings because it is superior in wear resistance and in retaining its original appearance. It not only protects and enhances a precious stone, its own value as an extremely rare, precious metal becomes an integral part of the investment.

Although white gold is popular, platinum is appreciated because of its harder, more durable qualities: it resists nicks and scratches, it's tarnish-proof and never needs polishing.

The trend to precious white metals is relatively recent, but white has been the favorite color for bridal garb of the Western world for a long time. Not so in the Far East. For example, the Chinese bride used to be married in a red silk gown symbolic of happiness and permanence. Instead of a bouquet she carried a purse shaped like a lotus as protection against her mother-in-law's slander!

Some European brides still court luck by weeping all the way to the church. We may walk down the aisle to be wed, but gypsies married simply by jumping over a broom.

Why are brides carried over the threshold? The custom goes back to the Roman bride, who was reluctant to leave her father's house and had to be lifted over the threshold of her new home. It was also believed that evil spirits hovered at the threshold of the house, so the bride was carried over to insure her protection against them.

And while newlyweds are sure that their honeymoon will never end, they might not know how the honeymoon tradition started. It was like this: The early Teutonic couples drank a honey drink, known as mead or metheglin, for 30 days after their wedding, or until the moon had waned. Hence, the honeymoon.

It takes a man and a woman and a platinum ring -- with all the trimmings -- to make a wedding, but only two loving hearts are needed to make a marriage.

Eaglet Opens Classes For Acting, Dancing

The Spring semester of the Eaglet School of the Theatre, will begin with a special orientation - registration session which will be held Saturday, January 25, at 11:00 a.m., in Marlequin Stage, 15th and M.

Classes will start on Monday, January 27, with courses offered weekly for fifteen weeks for all ages, five through adulthood. Fees vary according to class, each of which is held in late afternoon, Monday through Thursday with children's classes on Saturday mornings.

Adult instruction in advanced acting is given by Diane Monodel, dance (modern jazz) by Sue Geller, pantomine by Paul Larrea; and a Children's Theatre Workshop for trained adults and teenagers is given by Elissa Sharee.

Enrollment in both the advanced acting and Children's Theatre Workshop classes is with approval of the instructor. Teen classes (13 to 16) are offered in both beginning and advanced acting, also taught by Elissa Sharee.

Pre-teen instruction (11 to 12 years), is offered in acting (beginning and advanced) with emphasis on freeing the body and the imagination through improvisation. The teacher is Sonja Meyers Memering. Children's classes are given on Saturday mornings by Mrs. Memering and are divided by age groups. Also offered on Saturday, is a special mime class for students seven to twelve, taught by Paul Larrea. All classes are subject to enrollment.

The Eaglet School of the Theatre was organized in 1952 to give training in certain phases of the art of the theatre. It is an activity of the Sacramento Civic Theatre, a non-profit, community-oriented organization.

For specific information regarding times and fees, please call the Civic Theatre, 446-7501.

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Local Muscians To Hold Benefit

Local musicians will lead off the youth benefit folk concert to be held in the Hiram Johnson Auditorium, 6879 14th Avenue Sunday, January 26th at 7:30 p.m.

Headliners Doug Robertson, professional folk guitarist and Marty Levine, accompanist on flute, piano and/or guitar from Los Angeles will be preceeded by local guitarist Burke Schuchman from Sacramento State College and other local performers.

The program, organized by the Sacramento Walk for Development, will also feature famine crisis information by Janice Taylor, student at Kennedy High School and a Heifer Project International representative to Korea last year; Samuel Rios, Ethnic Studies Professor at California State University at Sacramento and Sister Rosie Cirillo, Western Social Services' Emergency Food Bank in Stockton, California and delegate to the recent World Food Conference in Rome.

A bank of ten telephones have been manned by youth callers at the Walk Communication Office, located at the Fruitridge Christian Church, 4445 Fruitridge Road, personally inviting over 1,500 youth to the concert. Another crew has mailed out 2,000 concert posters and flyers to last years walkers and community leaders. Interested youth may call the Walk Telephone bank, 456-4701 for further information between 4 and 9 p.m., weekdays.

The admission donations will support the emergency food services for children through the Sacramento Food Closet Coalition.

The Original Annual Sacramento Walk for Development, now in its 6th year, will be held on Saturday, May 3rd.

DR. GORDON , JOSEPH LAWSON AND CHARLES WHITE

Artists Discuss Black Expressions

STOCKTON - The Pioneer Museum and Haggin Galleries in cooperation with the University of the Pacific Art Department, in Stockton, California, hosted a reception and symposium on "Selected Vision -- Black Expressions" last Friday and Saturday, (January 17 and 18).

The opening reception was held at the Museum. Included in the morning symposium on last Friday, was an explanation and open discussion by each of the three guest's Black artists -- Suzanne Jackson, William Pajaud, and Charles White. The artists each discussed their work.

A career-minded, young Black woman, Ms. Jackson, has won national acclaim for her art. Her paintings are to be found in public and private collections throughout the United States. She has taught at several California institutions including Watts Towers Art Center and Stanford University. Among her many achievements are owner and director of Gallery 32 in Los Angeles, Member of the Board of Directors for the Los Angeles Black Council, and the San Francisco Art Commission.

A native of Louisiana, Pajaud's artistic talents has won a variety of awards in the United States. His work is found among collections such as that of Pushkin Museum, American Artists Group, and Bill Cosby, Jr.

White is best known for his artistic expression of Black folklore, poetry, and music -- spirituals, blues, ballads, work songs, songs of the church -- in his work. His work is well known and appraised throughout the world, winning many prizes and awards as well as international recognition.

For the last several years, White has also been commissioned by one of the largest Black insurance companies, Golden State Mutual, to do the artwork on what has become a well known calendar in the Black community.

After the symposium, Sacramento residents, Joseph Lawson and Robert Shaw, of Scorpio Idea Company, met with the three talented artists to make arrangements for their luncheon in the Black History Week Art and Cultural Celebration planned for Sacramento, February 9th through 15th.

CSUS Offers Chance For Career Women

Women interested in career training will have a special opportunity to explore their own possibilities at a special extension class from California State University, Sacramento. The popular workshop "Career Planning for Women," has been expanded into a six-week class by originators of the program, Nancy Stewart and Kathy Wheeler. Workshop sessions have been repeated in Sacramento frequently in the last year, including two sessions at CSUS.

"The need for greater exploration into skills and interests of women taking the course, led to expand our offering," explained instructor Stewart. She added that the course will feature a systematic process for career planning centering on identification of skills, interests, needs and values of the participating women.

The course will teach methods and practice in gathering occupational research as well as resume writing, interview technique, personal problems encountered in job hunting and setting realistic time goals.

Instructors Stewart and Wheeler are directors of Guidance Plus, an employment consultation firm for women in Sacramento.

The class will run from January 29, to March 5, on Wednesday evenings from 7:30 to 10:00 p.m., at CSUS. The one unit class costs $28, and registration is limited.

Advanced registration may be made with the Office of Continuing Education at CSUS, 454-6101.

CSUS Offers Free Consulting

Counseling services are available without charge to residents of the Sacramento area at the Community Counseling Center at California State University, Sacramento.

The Center offers full counseling services including personal, marital, family, educational and vocational counseling. With a counselor, you may discuss and explore freely and problems or feelings that are important to you. Anything that makes you feel anxious or uncomfortable may affect your school or job performance as well as your personal well-being.

The counselors are qualified advanced graduate students who are undertaking training for practical experience and are under the supervision of faculty members.

The center is open weekdays during the academic year. You may call the Center's Coordinator for more information or for an appointment at 454-6252.

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Delores Tucker Has New term

HARRISBURG, PA. - C. DeLores Tucker, the nation's highest ranking Black woman in state government, has been reappointed to a second term as Secretary of the Commonwealth of Pennsylvania by Governor Milton J. Shapp.

She was sworn in early this month in the Governor's Reception Room in Harrisburg, and was honored at a informal reception in the Department of State Conference Room.

Mrs. Tucker, who has served in her present position since January 1971, is also vice-president of the Pennsylvania NAACP, vice-chairman of the Pennsylvania Democratic State Committee, a member of the Executive Committee of the Democratic National Committee and the Pennsylvania Bicentennial Commission. She served on the 15-member Arrangements Committee for the 1972 Democratic National Convention.

TUCKER

A graduate of the Philadelphia School for Girls, she studied business administration at Temple University, attended the University of Pennsylvania, and holds an honorary Doctor of Laws degree from Villa Maria College.

Before becoming Secretary of State, she was president of C. DeLores Tucker Associates, a Philadelphia public relations firm, and served as a member and secretary of the Philadelphia Zoning Board of Adjustment.

Mrs. Tucker received the National Association of Television and Radio Artists (NATRA) Woman of the Year Award; 1972, the Martin Luther King Award by the Philadelphia Trade Union Council, 1972, the NAACP Service and Achievement Award; and the "100 Most influential Black American List" for 1973, Ebony magazine.

Her accomplishments as Secretary of the Commonwealth include granting college students the right to vote on campus, leading a strong State Affirmative Action Program to bring minorities into State Government at all levels, reactivating and strenthtening the Pennsylvania Black Democratic Committee, giving persons detained in prison the right to vote while awaiting trial, and initiating the first annual statewide Martin Luther Registration Day.

Mrs. DuBois To Teach

AMHERST, MASS. - Mrs. Shirley Graham DuBois, widow of Dr. W.E.B. DuBois, will be returning to the United States this month to teach creative writing during the Spring semester here at the University of Massachusetts, it was announced last week.

Mrs. DuBois, author of 11 books, resides in Cairo, Egypt, where she has lived since her explusion from Ghana following the coup that overthrew the government of Dr. Kwame Nkrumah in 1966.

Her first published novel, "Zulu Heart," was recently released by The Third Press. Her biography of Tanzanian President Julius Nyerere is due for release soon by the same publisher. Mrs. DuBois is currently at work on a book on the women of China.

She recently made an extended visit to China (her sixth) where she collected materials for her book on the Women of China.

She was accompained on her trip by her brother, Lorenze Graham and his wife Ruth Morris Graham, both writers of books for children; her son, David, G. DuBois, editor-in-chief of the Black Panther Intercommunal News Service and recently named official spokesman of the Black Panther Party; and her lawyer, Bernard Jaffe of New York City.

Last year the University of Massachusetts announced the acquisition of the very valuable papers of Dr. DuBois. Mrs. DuBois came here then from Cairo to make the formal presentation and to announce the publication of the first volume of a series of Dr. DuBois' unpublished writings and letters by the University of Massachusetts Press.

Women's Rights To Be Discussed

Betty Rocker doesn't think women are getting a fair shake under the law.

Ms. Rocker, an attorney, public defender and mother of three, will teach a new Community Service class at American River College for spring semester about women and the law. Topics will include community property, employment, crime, welfare and marital status.

"Although many laws were effected to protect women," she says, "in many cases the objective is not served and discrimination results."

Ms. Rocker began to pursue her lawyer's career after 12 years as a housewife and mother.

Call the ARC Community Services office for more information.

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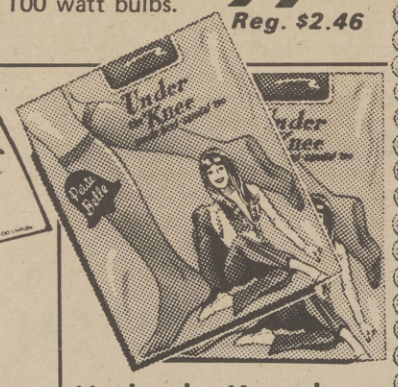

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Alpha Head Meets With California Chapters

LOS ANGELES - National President of Alpha Kappa Alpha Sorority, Miss Bernice I. Sumlin of Dayton, Ohio, recently visited Los Angeles to meet with officers and members of Southern California chapters.

While in Los Angeles, Miss Sumlin discussed the various personal involvement, local and national programs of the Sorority. She also briefed Los Angeles Congresswoman Yvonne Burke, an A.K.A. member, on the new Reading Workshop Experience Program, which is designed to eradicate illiteracy. The Congresswoman is also vitally interested in the problem of the lack of reading skills in minority groups.

Miss Sumlin said of the program, "Reading has been identified as a critical educational need in all parts of the nation. Thousands of young people each year are constantly meeting with failure because of the lack of this basic tool of communication. We have high hopes that we will make a major contribution in this area of reading experience."

She stated that, "The crucial problems that plague our society in the mid-1970's demand that we become involved in all areas of local, state and national program planning that affect the well being of all people."

BERNICE SUMLIN AND YVONNE BURKE

The Sorority President estimated that the A.K.A.'s give more than 700 scholarship and grants a year to deserving young women. The sorority operates a successful Job Corps Residential Training Center for Women in Cleveland, Ohio. Approximately 500 young women of all races and from all areas of the country have been trained annually since 1965 in programs of basic and vocational education.

Some of the other programs of the A.K.A. are: contributions of a half million dollars to the United Negro College Fund Drive by the convention year of 1976; the Consumer Education Trade Show which serves as a platform to bring Black and white business people and consumers together to discuss mutual economic problems; and the Alpha Kappa Alpha Heritage Series, consisting of brochures developed in depth on contemporary Black women in various occupational catagories. The brochures serve to motivate Black women to achieve high occupational status.

Alpha Kappa Alpha, the largest Black-oriented organization of college trained women in America, was founded in 1908 and has a national membership of 70,000. Miss Sumlin presides over nearly 500 chapters across the nation and abroad, with a budget of approximately a half a million dollars.

A brochure outlining the major problems of the A.K.A.'s is now available. To receive a copy, send a stamped addressed envelope to Alpha Kappa Alpha Sorority, Inc., 5211 Greenwood Avenue, Chicago, Illinois

Black Women Unite Against Oppression

In July 1974 over seven hundred women - worker, housewives, students, organizations - from over 28 states, attended the International Afrikan Womens' Conference in Newark, New Jersey. Perhaps the most significant thing that came out of this conference, sponsored by the Congress of Afrikan People, was the call for the creation of a Black Womens United Front to deal with the problems of the struggle on an on-going consistent basis.

At a time of economic crisis, political repression and attempts to take away peoples democratic rights it is necessary for all Black women to work together - women workers, womens organizations, women students, women on welfar, women in prison, all oppressed women - to broaden the struggle against the injustices of this system.

To struggle against monopoly capitalism - the control of resources and means of production by a few wealthy, powerful people who force the masses to work, but who refuse to distribute what is produced to meet everyone's needs. To struggle against racism - the imperialist justification of capitalist exploitation by racisal dehumanization and oppression of people of color - in order to divide and weaken the working masses and keep us from unifying to take power. To struggle against imperialism - the oppression of entire governments and nations of people in the worldwide search for profit by the few elite in Amer. a.

Black women have always been one principle group of oppressed people fighting to abolish all forms of oppression and exploitation; and it is only fitting that Black women would join together now in a united front to raise issues, agitate and intensify the struggle - for employment and against inflation, high prices and lay-offs; for shorter work days; for decent low cost public housing; for free medical care; for child care for working mothers and family planning instead of genocide; to Stop Killer Cops and to prevent the move to take away the peoples' democratic rights.

The Congress of African People has called together a Task Force of seven organizations - All African People's Revolutionary Party, National Welfare Rights Organization, Black Workers Congress, Pan Afrikan Students of America, Youth Organization of Black Unity, Ethiopian Students. This Task Force is working to pull together a meeting to lay the foundation of united front. We are calling on Black women to come discuss and dtermine the character of the Black Womens United Front - our basis for unity; and the structure of the United Front - how it will be organized.

This important and historic meeting will be held on Saturday, January 25, 1975 from 10:00 a.m. to 10:00 p.m. at the North-End Family Center, 150 Belmont Avenue, Detroit, Michigan!

The call for a Black Women's United Front is an essential step toward intensifying the struggle of Black people and oppressed people throughout the world, as well as a necessary instrument to aid in the heightening of our political consciousness as women preparing to struggle against the enemies of all oppressed people.

Home Nursing To Be Instructed

Home Nursing instructor training will take place from January 27 to 31, at the Sacramento Area Red Cross building, 21st and T Streets, Mrs. Elsie Mailey, the local chapter's chairman for Nursing and Health Programs, announced today.

The class now titled "Health in The Home," by the American National Red Cross, is open to teachers, nurses and church leaders who teach home nursing techniques or care for people recovering from illness or injury. Sessions will take place from 9 to noon and 1 to 3 p.m.

To register for the course, or for additional information, call Red Cross nurse, Lois Strong, 452-6541.

COPE To Aid Parents Of Handicapped

C.O.P.E. (Counseling Offers Parents Encouragment) is a new program sponsored by the Northern California March of Dimes for the parents of handicapped children.

The program, which began this week, is free of charge service designed to help parents discuss and solve problems associated with having a mentally or physcially handicapped child.

For further information on the Sacramento C.O.P.E. Project, call 444-3476.

ARC WILL OFFER COURSE ON DIVORCE

The pain and problems of separation and divorce will be the topic of a two-week mini-course starting Feb. 4 at American River College.

"Coping With Problems of Separation and Divorce," will be held from 8:10 to 10:15 p.m., on Tuesdays and Thursdays for two weeks. It is part of the ARC Psychology department's "Mini-Modules," a series of six half-unit courses.

The class has been popular with people who have been touched by broken marriages, and with people who wish to better understand others. More information is available by calling the ARC Admissions Office, 484-8261.

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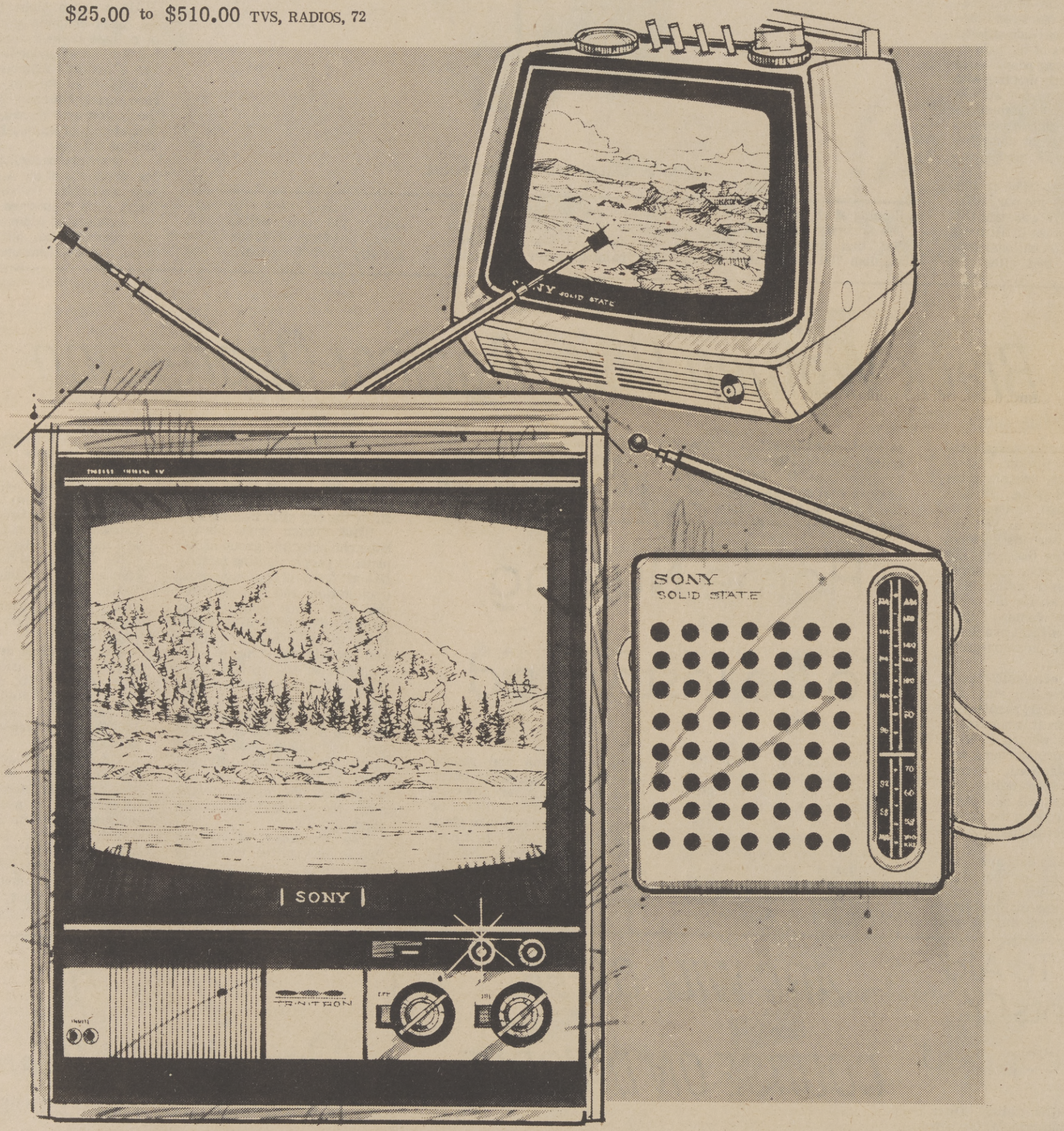

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McCLATCHY BROADCASTING

THE HAPPENINGS

The Sacramento Observer

entertainment guide

JAN. 23-
JAN. 29

Songbird

Nancy Wilson

to appear at

Sahara Tahoe

Jan. 31 -

Feb. 2

record and movie reviews - blacks on tv

HOLLYWOOD BEAT

By BILL LANE

NANCY WILSON

NANCY Wilson will be singing lullabies comes summertime of 1975, "and I hope it's a girl," she says.

In waiting anticipation also the blessed event is Nancy's husband, the Rev. Wiley Burton, the ruggedly handsome minister she married early in 1974 after a whirlwind courtship of 32 days. The attractive and famous Nancy Wilson Burton has a son, Kacy, 12, from an earlier marriage to jazz drummer Kenny Dennis.

Speaking to this columnist from her Palos Verdes home overlooking the Pacific ocean, Miss Wilson said: "People have mnay things to hope for in a new year. For me, the new year could not bring me anything more glorious than a new baby."

PAUL Anka, the singer who distinguished himself equally as a composer of songs like, say "My Way," into a blazing new show at Caesars Palace in Las Vegas. Anka is riding high on the success of his newest song hit, "You're Having My Baby." With him in his Vegas show is the fantastic singing beauty, Odia Coates, whom Anka introduced on his TV special some weeks ago.

Besides soaring in popularity, the Anka "Baby" song is causing such fabulous listening . . . to the trembling consternation of the parents. One such parent is actress-singer Eartha Kitt, who last month on the Irv Kupcinet TV show in Chicago had a lively debate with Paul Anka about his new song. "The song gives me the shudders," says Eartha.

Miss Kitt soon got off the subject of the Anka song and began telling me "Eartha Kitt -- The Hard Way." The book has a deadline at the publisher's of Feb. 1. In the meantime, the author has been puttering and painting around her Beverly Hills home.

"I guess I shouldn't say it," she said, "but I think I'm going through a change of life."

Then she quickly explained that as an Aquarian life changes are somewhat customary: "About every seven years, I get into this mood of change, wanting to change approaches and methods and patterns in everything I do. Like my home. I just finished painting all the interior green."

She then quickly explained that green is a favorite color for her, and it is restful: "I have green plants growing all around my home. They represent life, and change. Some people like dolls and bric-a-brac, but I can't idolize inanimate things. And green, to me, is alive, but it is also so serene."

VONETTA McGEE, the actress who co-stars with Clint Eastwood in the upcoming film, "The Eiger Sanction," tells us she's all eager about her coming trip to Brazil. She and actor-producer Max Julien will trek to Rio for the annual Mardi Gras.

"It'll be the first time Max and I will have gone anywhere just for the fun and enjoyment of the trip since we were in Rome," she said. "I was in Switzerland recently with Clint Eastwood making the picture, but despite the thrill of acting, it is also work. Max and I hope to enjoy ourselves in Brazil, and we're thinking of stopping off on the way back in Jamaica. We want to visit with Barbara Blake there."

Barbara Blake, a good friend of Vonetta's, is producer of the annual Jamaica Film Festival. Her father is Evon Blake, the author whose illustrated books about Jamaica sell all over the world.

HERMAN HILL, the former Western Airlines Executive, has returned to his original profession, journalism. He's now doing a travel section for the L.A. Sentinel and quickly becoming the apple of the eyes of ministers of tourism in various Caribbean-area countries.

DIANA ROSS will be taping a big TV special soon for George Schlatter Productions and ABC-TV. Schlatter is the fellow all set to produce musical variety shows for daytime TV competition with all the talk and game shows. Don Ho will be singing host of the pilot show . . Yaphet Kotto working with animator Ralph Bakshi in the upcoming animated - live film, "Hey, Good Lookin'." . . . While Carmen McRae is singing at the Los Angeles Playboy Club, Jimmy Witherspoon will be on the first leg of his new Playboy tour, singing at the Playboy clubs in Phoenix and Baltimore.

LOOKS like the recent "Cotton Club '75" TV show gave some people ideas, now Metromedia is filming a bunch of hour-long TV specials, called "Vaudeville," and already TV stations around the U.S. are bidding for the shows. Listed as some of the stars on the shows are Cab Calloway, Milton Berle, Jackie Kahane, Barbara McNair, Fran Warren and The Nicholas Brothers . . . Joe Simon coming out with his new Polydor album arranged by Renee Hall . . . And wouldn't you know Barbi Benton's first album on her Hugh Hefner's record label, would be "Barbi Doll?"

GLADYS Knight and The Pips' new "I Feel A Song" album on Buddah selling like there's Christmas every day . . . Donna Sams moved into her new post as public affairs director at KDAY . . . Novel title they picked . . . "Sweete Nutcracker" . . . for an original adaption of the Alexander Dumas novel, "Nutcracker Suite," which opened here at the Inner City Cultural Center.

DIANA ROSS

MAX JULIAN

GLADYS KNIGHT & PIPS

THE HAPPENINGS
The Sacramento Observer entertainment guide

WILLIAM H. LEE Publisher

THE HAPPENINGS is the entertainment guide of THE SACRAMENTO OBSERVER

Published weekly on Thursday by LEE PUBLISHING COMPANY, INC.

Editorial and Advertising office are located at 3540 4th Avenue

Sacramento, California 95817 (916) 452-4781

"PEOPLE ARE TALKING ABOUT . ."

JAY WIGGINS the dynamic 18-year old bass playing son of renowned pianist GERALD WIGGINS, joining the band of the late great DUKE ELLINGTON that's now under the direction of Duke's son MERCER ELLINGTON, and bringing back memories of the late bassist JIMMY BLANTON, to knowledgeable music lovers and DUKE ELLINGTON fans . . . . . The inside information lead on the Stax Records and CBS situation, that is rumored to bring about a trade announcement very soon in favor of the Memphis based 'soul center' headed up by AL BELL . . . Two Chicago off-duty policemen subduing a gun wielding parolee from the Kansas State Penitentiary, when he attempted to shoot REV. JESSE JACKSON, during a weekly Operation PUSH meeting shouting, "his mission was to kill anyone helping Black people" . . .SWOPE PARKWAY NATIONAL BANK, a Black owned bank in Kansas City that folded as a result of imprudent lending and bank debits in the amount of $9.8 million, and will be given a second chance to be successfully run by Blacks of the community, thanks to the government stepping in and running the operation until they can come up with the right combination of Black investors, backers, and management. . .AHMAD JAMAL and vocalist JOE WILLIAMS taping a segment of the NANCY WILSON "90 Tonight" television show in NBC studios in Burbank, California and swinging for days . . . In spite of the economy being down, and the high unemployment rate affecting this country, the amazing amount of Record Company Executives and their entourages that made the trip to Europe to attend the MIDEM Convention and have a ball . . . The informative inside information that this column constantly comes up with each week in the way of predictions that always come true long before they actually happen, like the prediction of PAUL JOHNSON leaving Atlantic Records to become the National Promotion Director of Motown Records which was predicted over a month ago, and the trades carrying the announcement this past week. The JIM CATO SHOW "75" that features the talents of GLORIA LYNN, SKIP CUNNINGHAM, and THE GENTLEMENS QUARTERLY BAND, and special guest appearances by WHITEMAN MAYO of the REDD FOXX TV series, opening January (27) at the Staircase Club in Orange County, California . . . The flood of registrants getting their applications and hotel reservations into the mail for the Second Annual Black Athletes Hall of Fame Convention and Awards Dinner that's getting closer to the date of March (11) through March (13) at Ceasars Palace in Las Vegas, now that the word is out confirming ARETHA FRANKLIN, RAY CHARLES. ROBERT GOULET, RICHARD PAYOR, BILL COSBY, and SAMMY DAVIS, JR., being a part of the super entertainment package that will headline the Awards Dinner and Show, when the organization enshrines the 14 named sports figures selected to enter the BAHF in this years ceremonies.

"HOLLYWOOD HOTLINE . . . . . ."

BURCH

VERNON BURCHs' introductory press party at The Roxy Club on the strip sponsored by United Artist Records, proved without a doubt that the talented young man who plays such a mean gituar (and sings too), is the greatest thing since air to breathe in the idiom of the current day music industry, and is destined to be a superstar.

Lately DICK GREGORY has been spending a lot of time on the west coast in meetings behind locked doors with some very influential people, and any day now the famous comedian and personality will make a major announcement that will be very interesting to the future welfare of mankind.

Come February and the likeness to MAESTRO BARRY WHITE will grace the cover of two very popular Black national magazines that will also carry an indepth feature story on the phenoninal rise of the superstar, and his future plans in music and business.

From our 'we told you so' department, the three month world wide tour of 20th Century recording artists HODGES, JAMES, and SMITH, will be off and running by the time you read this column blurb, and you can look forward to hearing rave reviews from Japan, Australia, and Europe where the vocal lovelies will be touring and doing their singing thing inclusive of their latest hit single "Never Gonna' Break it up."

Noticing the T.V. tubes lately, one

EBONY ETCHINGS ETC.

by WARREN LANIER

cannot help but notice the increasing number of situation comedies geared around family life, which are also availing an increasing number of jobs for Black actors and actresses. In keeping with the new horizons of television, Commissioner Ben Hooks of the F.C.C., will be keynoting a panel discussing "THE BLACK PERFORMER and TELEVISION; FROM HERE TO WHERE", in conjunction with NATAS, the panel discussion featuring BROCK PETERS, GAIL FISHER, TERRY CARTER, LYNN MOODY, LOU GOSSETT, and ROD PERRY as panelists, will be filmed at the KCET Television studios and ran as a 90 minute special at a later date. Other speakers scheduled to attend are the honorable Mayor Thomas Bradley, Hank Reiger, president of NATAS, and executive for the NATAS organization, Ethel Booth.

The possession of a national Black holiday has taken many unique forms of request and urgency in the past, but more recently the west coast based Second Baptist Church has placed the fervor in song and poetry, as they, in conjunction with Television producer Joe Phillips, will feature a ninety minute live broadcast of "Give Us This Day"; a program of commemoration featuring the talents of BILLY ECKSTINE, SHARH VAUGHN, poetress DEE DEE MC NEIL, and the poetry of THE WATTs' PROPHETS, which will also be re-aired at a later date, in hopes of re-kindling the flame to make MARTIN LUTHER KING, JR.'s birthday a Black one.

HODGES, JAMES & SMITH

"PROFILE OF A PROFESSIONAL . . ."

Once in a while the "humm-drum" norm of what's "good", is interrupted with the piercing effects of something that's great! Also holding true in area's of contemporary singer, the "balloons" of the "good female vocalist," are being pricked by a three-bodied sphere of "great music maker" HODGES, JAMES, & SMITH. A vibrantly efferscent trio, these Twentieth Century recording artist eye their present rise to the top as something which hasn't come overnight, and in their own words, it is " . . . . . a natural evolution of our feelings to spread joy to people through our music."

PAT HODGER, DENNETTA JAMES, and JESSIE SMITH are the full names of these talented ladies, and having had their concert performances shadowed with a collage of applauses, encores, standing ovations, and complete acceptance, HODGES, JAMES & SMITH besides being a vocal "string of love" are also the end result of the adolescent careers of three young ladies whose path of progress did not cross until they'd reached early adulthood.

For DENEETA JAMES, the church, choir, and the filling in for missing members of her mothers' traveling gospel group became her initiation into the sphere of singing; in later years, she increased her spectrum of creativity by adding dance, and acting into her personal repetoire. PAT HODGES, another southern Californian, traveled the "oh soo familiar route" of neighborhood singing groups talent shows, and by her mid-teens, had recorded a single release for a small record label.

The clumination of a friendship between these two girls, took some time to gel, as they were both in constant competion at talent expose's, beauty contests, etc. . . JESSIE SMITH is the only member of the group who imports from out side of the west coast, and spawning her singing in a "Holiness Church" in Detroit strengthened her attunement for the art, and with the coming of young womanhood, the "bigger pond" of L.A., seemed to be the place for her to splurge her talents.

Fate working one of its interesting webs, placed JESSIE and DENITA under the same roof at one of JESSIE's jobs, while the mutual for singing had them come even closer together and incorporate the talents of PAT HODGES to work on song materials after work. When the time was right, JESSIE brought the group to attention of her boss on her job, Mickey Stevenson, who as an executive for a record company was approached by the girls to aid in their direction. The seasoning of Mickey's expertise had him apprehensively approach the project, yet after being absorbed by the girls' talent, it wasn't long before those same talents became his major interest of enterprise. The meshing of his expertise along with their sincerity, and enthusiasm became the formula for success, and the official formation of HODGES, JAMES & SMITH.

As a group their syncopated harmonies have been spread across most of the major entertainment stages across the country, & abroad, as their yearly concert agenda is culttered with engagements for Europe, Asia and even Austrailia. Their domestic tours have shared the glistening spot-lites of Las Vegas with such notable as Anne Margaret, Buddy Hackett, Charro, Sammy Davis, Jr., and others, while the rest of the country has seen them on stage with names like The Miracles, The Dells, Wilson Pickett, The Temptations and other musical act of numerous veins of music.

With the release of a new single for 20th Century, "Never Gonna Break It Up" beginning to soar with radio airplay, sales, and popularity, the girls are preparing to embark on an international tour, vaulting them even further into the category of the superstars that are, and if you've been fortunate enough to become absorbed by one of their performances, then I'm more than sure that you as I wish them all the deserving success as they "spread the joy" of love in music.

Music In Review

by MICHAEL Y. CORBETT

When one thinks of Panama one of two images probably come to mind: the canal or an exotic tropical paradise replete with warm sunshine, balmy breezes, exquisite cuisine and chocolate-hued residents.

Such visions are, of course, not without reason, what with the world of commerical advertising and certain cultural stereotypes, but of late this writer has begun to look at Panama as a veritable fountainhead of Black musical talent.

And here, too, such a view is not without a rational basis; for one is made increasingly aware of the role played by Black musicians of Panamanian descent in the totality of what is called Black music.

Carlos Garnett and Billy Cobham -- both in their early thirties -- are two such musicians, each having released one or more albums in the past year, through Cobham is the subject of this review.

Cobham should not be a stranger to anyone who is substantially into any of the more popular phases of Black music, having played with such personalities as Freddie Hubbard, Roberta Flack, Quincy Jones and Isaac Hayes, just to name a few.

Nor is Billy newly arrived on the scene, as he first burst into relative prominence in 1967, when he joined Billy Taylor's group; he was a mere 23 years old at the time.

Cobham sprung into full view, however, as a result of a mutually fruitful affiliation with Miles Davis (he recorded three albums with Miles) and his virtual omnipresence as a drummer with various artists on Creed Taylor's CTI and Kudu labels.

He recorded his first album -- "Sprectrum" -- as a leader in 1973 and released "Crosswinds," his second album, in mid-1974; both albums received extensive play and their fair share of critical acclaim.

Cobham has now released his third ablum on the Atlantic label, a collage of Cobham originals appropriately entitled "Total Eclips," and it, too, portends good things for Billy's future.

The album is not one that is susceptible of strict categorization respecting its description, influences or "message intent," but that factor is not to be viewed as liability.

Rather, "Total Eclipse" is a musical energy scource that bursts into the listener's relam of audio-perception with all the impact that it title entails, that is, the music overshadwos all attempts at usless classification.

And it seems that this effect is precisely what Billy had intended; for when asked to describe his renderings he replied, "It's music you have to listen to and draw your own conclusions," 'Nuff said, Billy.

Temp's Moving Naturally

Naturally moving . . . the essence of perfection with ease . . . a string of hits longer than an arm. . . these are The Temptations. The group has become, over the past ten years, a show business institution. Most people wonder what has sustained their longevity. The answer is quite simple, the group's flexibility.

Melvin Franklin, Richard Street, Damon Harris, Otis Williams, and Dennis Edwards comprise The Temptations. Even though the five-man aggregation has gone through many personnel changes, the public has not been tempted to forget who they are and what they have accomplished.

The story of the group's beginning as the Primes, with its sister group The Primettes (now The Supremes), is familiar to fans around the world. The Primes became The Temptations in the early sixties and the original members were Otis Williams, Paul Williams, Eddie Kendricks, Melvin Franklin and David Ruffin. The group became a unit containing 'five lead singers' and began to be billed as such. They started recording in 1962, and had their first major ecord in 1964, a Smokey Ronbinson tune called "The Way You Do The Things You Do." That same year also marked their first album release, "Meet The Temptations." The Temps were on their way!

By the end of '64, two releases later, the group received their first gold single for a million selling record, still a classic, "My Girl." And the hits just kept on a comin'. "Ain't Too Proud To Beg," "Beauty's Only Skin Deep," "Get Ready," "All I Need," and "Loneliness Made Me Realize (It's You That I Need)," were just a few of the soul standards that helped to ride the Temptations to the top of the charts during the mid-sixties.

The Temptations are a tightly knit unit, whether on the road or at home -- they are one happy family. Through Motown Records, they have become a major part of music history, a part of everyday life. Whatever direction their music takes, they will remain the inimitable Temptations.

TEMPTATIONS

The Black Beat

by THE CENTERPIECE

K.C. and The Sunshine Band-back for more; I bet you have not really checked them out. They are back this time and say I'm a stone "Pushover".

Barbara Mason, Shirley Brown and Millie Jackson all have some thing in common-it's Lonnie Youngblood and he says "Man to Woman". It will get to be a hairy situation.

Jimmy Ruffin in print again with a going sound that should go to the top. Call it what you want to, but Chess records calls it "Tell Me What You Want", and the young foxes in the background say, what you want, tell me.

"Sad Sweet Dreamer" by the Sweet Senation is a new mover on Pye label.

Wild Magnolias is a mover on the Disco Set, its called "Smoking my Peace Pipe" - They are getting down in D.C.

Commodores "I feel "Sanctified" on the Motown sound.

Some said, Jay Butler, Program Director at station WJLP in Detroit is moving to L.A. - something about United Artist and he's getting a new title called V.P. We say right on Jazz-Mo-Jay, that what they used to call him. The little man with the big voice.

Candi Staton, with her fine self, says she don't care what he does in the street, in your room, wherever, as "Long As He Takes Care of Home". Now that's what I call right on.

Margie Joseph out of New Orleans says don't come in here talking all that talk, because "Words (Are Impossible)"-on Atlantic Records.

Young man has a record out-the young ladies always talking that talk on the telephone; talk about your best friends; his best friend-anyway, he sums it up with one large phrase, "Baby Hang Up The Phone". His name is Carl Graves on A&M records.

Three Degrees out of Philadelphia say "When Will I See You Again".

It's a big sound in our town. Our town is your town.

Jackson Five have a Production out called "What's youg Game" by M-D-L-T Wills, on the 5's lable Ivory Tower. Check it out for yourself.

Slowly but surely again, and again it's Re-Re, Aretha Franklin coming one more time, this time she's singing about the have-nots - "Without Love".

This week's Centerpiece is for and to the Sacramento Observer" and we say right on with "The Happening".

A man is likely to mind his own business when it is worth minding. When it is not, look out, he'll take his mind off his affairs by minding other people's business.

This minding of other people's business expresses itself in gossip, snooping, lying, in other words, meddling. And also remember if man doesn't fall on his neighbor's shoulder, he'll fly at his throat. Just a Thought.

Peace Be With You
and Love Forever
The Centerpiece

QUINCY JONES

POITIER

PARKS DAVIS & DEE

ELLINGTON

HORNE

14 Stars To Enter Filmakers Hall Of Fame

OAKLAND - Sidney Poitier and Lena Horne are among an array of respected Black artists in the film industry who will come to the Bay Area next month for induction into Black Filmmakers Hall of Fame 1975.

Ruby Dee, Butterfly McQueen and Quincy Jones are also included in the star-studed program which takes place at the Paramount Theatre in Oakland on Sunday, Febuary 16, at 2:00 p.m.

At that time fourteen Black filmmakers will receive the newly-founded but long-awaited Oscar Micheaux Awards in a special ceremony. A number of vocolalists, entertainers, and rising film stars will take part in the program. Bill Bell and his orchestra will provide music.

The Oscar Micheaux Awards Ceremony and the Black Filmmakers Hall of Fame are projects of the Cultural and Ethnic Affairs Guild of the Oakland Museum Association.

Mrs. Margot Hicks, Chairman of Filmmakers '75, said the hall of fame began last year in an effort to honor pioneer Black filmmakers "whose contributions to film history may be unknown to the masses, misunderstood or forgotten."

Oscar Micheaux, for example, for whom the awards are named, was a prominent Black writer, producer, and director who for thirty years produced films independently of the industry in Hollywood.

When the Black Filmmakers Hall of Fame opened last year, the guild honored seventeen Black artists from the 1920's through the 1950's. Awards went to people like Ossie Davis, Paul Robeson, Gorden Parks, Katherine Dunham, and William Marshall. This year, in addition to the living filmmakers, the guild will present five posthumous awards -- to Duke Ellington, Lorraine Hansberry, Rex Ingram, Hall Johnson, and Hattie McDaniel.

Belva Davis of KPIX-TV and Paul Hall of KGO-TV are program directors for the Filmmakers '75 awards programs. William Marshall, whose performances on stage and screen have mesmerized audiences from Watts to Budapest, will serve as guest narrator. Tickets for the event range from $2.50 to $7.50.

Sunday's awards ceremony will be preceded by a preview dinner dance on Saturday evening, February 15, in the International Ballroom of the Oakland Hilton Inn. But the dinner dance and awards program are only part of a multi-dimensional tribute to the contributions of Blacks in the film Industry.

The Cultural and Ethnic Affairs Guild will also present a film lecture series and a set of exhibits. Presented in coorperation with Laney College, the film series is free to the public and will run from January 26 through March 2 in the James Moore Theatre or the Oakland Museum.

During Black History Month (Febr-uary) the museum will host a display of photographs, original scores and other artifacts in an exhibit titled "Black Scores, Arrangers, Composers for Film." Another exhibit on the first Oscar Micheaux Awards Ceremony opened at the museum on November 10, 1974. It will be on display through Febuary 28, in the first level foyer of the museum.

BUSY SCHEDULE FOR SAHARA

Del Webb's Sahara Tahoe has announced the return of $7.50 dinner show minimums and $6.00 cocktail show minimums for superstar shows in the High Sierra Theatre.

Some of the entertainers who will be performing to these new minimums, are Nancy Wilson, Jan. 31 - Feb. 2; The Mills Brothers, Feb. 7 - 9; Marty Robbins, Feb. 21 -23, and Doc Severinsen and Today's Children, March 7 - 9.

MR. D's

January 23rd Thru January 26th
9:30p.m. To 1:30a.m.

ASTRA

Fri-Sat-Sun

INFALLABLES

Sunday; 4:30p.m.

MATINEE

GEORGE & HELEN DAVIS
SOUL OWNERS AND OPERATORS

4340 Stockton Blvd.
Sacramento, Calif.

BLACKS ON TV THIS WEEK

SATURDAY

JANUARY 25

BIG BLUE MARBLE - On Channel 10 at 7:30 a.m.

RUN, JOE RUN - Children, on Channel 3, at 8:30 a.m.

MISTER ROGERS - Children, on Channel 6, at 9:00 a.m.

BILL COSBY - Comedy, on Channel 3, at 9:30 a.m.

SESAME STREET - On Channel 6, at 10:00 a.m.

STAR TREK - Cartoon, On Channel 3 at 10:30 a.m.

SHAZAM! - Children, on Channel 10, at 10:30 a.m.

ELECTRIC COMPANY - On Channel 6 at 11:00 a.m.

AMERICAN BANDSTAND - Michael Jackson is the scheduled guest, on Channel 13, at 11:30 a.m.

HARLEM GLOBETROTTERS POP-CORN MACHINE - Children, with Rodney Allen Rippy on Channel 10, at 12 Noon.

SESAME STREET - On Channel 6, at 12 noon.

FAT ALBERT - Cartoon, on Channel 10, at 12:30 p.m.

ZOOM - Children on Channel 6, at 1:00 p.m.

COLLEGE BASKETBALL - The Oregon Ducks meet the Oregon State Beavers, on Channel 10, at 3:00 p.m.

JIMMY DEAN - On Channel 3, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:00 p.m.

WRESTLING - On Channel 40, at 5:00 p.m.

ZOOM - Children, on Channel 6, at 5:30 p.m.

WIDE WORLD OF SPORTS - On Channel 13, at 5:30 p.m.

STAR TREK - Adventure, on Channel 40, at 6:00 p.m.

THE JEFFERSONS - Starring Sherman Hemsley, Isabel Sanford, Mike Evans on Channel 10, at 8:30 p.m.

MOVIE - Western, "The Scalphunters," starring Ossie Davis, on Channel 3, at 9:00 p.m.

CAROL BURNETT - Starring The Ernest Flatt Dancers, and The Jackson 5, on Channel 10, at 10:00 p.m.

MARCH OF DIMES TELETHON - On Channel 40, at 10:00 p.m.

DON KIRSHNER'S ROCK CONCERT - On Channel 13, at 11:15 p.m.

TELETHON CONTINUES - On Channel 40, at 12 p.m.

SUNDAY

JANUARY 26

MARCH OF DIMES TELETHON - On Channel 40, at 8:00 a.m.

ORAL ROBERTS - On Channel 13, at 8:30 a.m.

TELETHON CONTINUES - On Channel 40, at 10:00 a.m.

URBAN LEAGUE PRESENTS - On Channel 13, at 10:30 a.m.

NBA BASKETBALL - The Chicago Bulls meet the Pistons on Channel 10, at 12 noon.

TELETHON CONTINUES - On Channel 40, at 12 noon.

SUPERSTARS - On Channel 13, at 12:30 p.m.

TELETHON CONTINUES - On Channel 40, at 2:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

WIDE WORLD OF SPORTS - On Channel 13, at 4:00 p.m.

TELETHON CONTINUES - On Channel 40, at 4:00 p.m.

IRONSIDE - Starring Don Mitchell, on Channel 13, at 5:30 p.m.

'MIDNIGHT SPECIAL'

Aretha Franklin and Ray Charles make a rare television appearance together on "The Midnight Special" spectacular celebrating the show's second anniversary on NBC, Channel 3 Friday, January 31. Also performing together on the show, which follows Johnny Carson, are Gladys Knight with B.B. King. Hostess is Helen Reddy and other guests include David Bowie, Bachman-Turner Overdirve, Joan Baez, the Doobie Brothers, Bobby Darin and the Byrds.

LAWRENCE WELK - On Channel 13, at 6:30 p.m.

SALTY - On Channel 10, at 7:00 p.m.

NBA BASKETBALL - The Golden State Warriors meet the Trail Blazers on Channel 40, at 7:00 p.m.

BLACK PERSPECTIVE ON THE NEWS - On Channel 6, at 10:30 p.m.

MONDAY

JANUARY 27

NEW ZOO REVUE - On Channel 40, at 6:30 a.m.

SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

PASSWORD ALL STARS - With Greg Morris on Channel 13, at 12 noon.

LET's MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

MIKE DOUGLAS - With guest, Cleavon Little on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

MOD SQUAD - Starring Clarence Williams, III, on Channel 40, at 5:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

STAR TREK - Adventure, starring Nichelle Nichols, on Channel 40, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

ROOKIES - Starring Georg Stanford Brown, on Channel 13, at 8:00 p.m.

MOVIE - Thriller, "Play Misty For Me," starring James McEachin, on Channel 3, at 9:00 p.m.

RHODA - Comedy, starring Scoey Mitchill, on Channel 10, at 9:30 p.m.

BLACK PERSPECTIVE ON THE NEWS - On Channel 6, at 11:00 p.m.

TUESDAY

JANUARY 28

SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6 at 10:00 a.m.

PASSWORD ALL STARS - With Greg Morris on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

MIKE DOUGLAS - With Clifton Davis, on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

MOD SQUAD - Starring Clarence Williams III, on Channel 40, at 5:00 p.m.

STAR TREK - Adventure, starring Nichelle Nichols, on Channel 40, at 6:00 p.m.

LET'S MAKE A DEAL - On Channel 13, at 6:30 p.m.

THE NEW PRICE IS RIGHT - On Channel 10, at 7:30 p.m.

PEANUTS - Cartoon, on Channel 10, at 8:00 p.m.

ABA ALL-STAR GAME - Special: The eighth ABA All-Star Game, taped at the HemisFair Arena in San Antonio, Texas, on Channel 40, at 8:00 p.m.

BLACKS ON TV THIS WEEK

WEDNESDAY
JANUARY 29

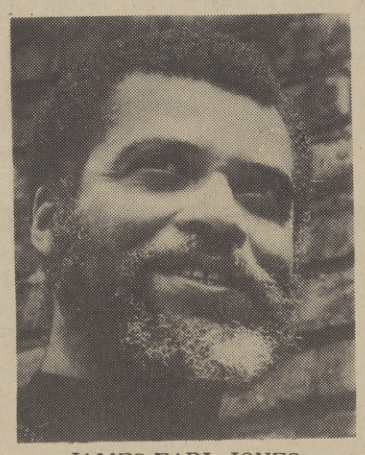
SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6 at 10:00 a.m.

PASSWORD ALL STARS - With Greg Morris, on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.



JAMES EARL JONES

MIKE DOUGLAS - With guest, James Earl Jones, on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

MOD SQUAD - Starring Clarence Williams, III, on Channel 40, at 5:00 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

STAR TREK - Adventure - On Channe 40, at 6:00 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

NAME THAT TUNE - On Channel 10, at 7:30 p.m.

TONY ORLANDO AND DAWN - On Channel 10, at 8:00 p.m.

THAT'S MY MAMA - Starring Theodore Wilson, Clifton Davis, and Theresa Merritt, on Channel 13, at 8:00 p.m.

COMEDY AWARDS - With Bill Cosby, Redd Foxx, on Channel 13, at 8:30 p.m.

LUCAS TANNER - Drama, starring Greg Morris, on Channel 3, at 9:00 p.m.

GET CHRISTIE LOVE! - Starring Teresa Graves, on Channel 13, at 10:00 p.m.

THURSDAY
JANUARY 30

SESAME STREET - On Channel 6, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

PASSWORD ALL STARS - With Greg Morris, on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

STAR TREK - Adventure, on Channel 40, at 6:00 p.m.

LET'S MAKE A DEAL - On Channel 13, at 6:30 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

HOLLYWOOD SQUARES - With Dionne Warwicke, on Channel 10, at 7:30 p.m.

STREETS OF SAN FRANCISCO - On Channel 13, at 9:00 p.m.

MOVIN' ON - Drama, starring Roosevelt Grier, on Channel 3, at 10:00 p.m.

HARRY O - Crime drama, starring Brenda Sykes, and Cab Calloway, on Channel 13, at 10:00 p.m.

WIDE WORLD SPECIAL - With Barbara McNair, on Channel 13, at 12:30 a.m.

FRIDAY
JANUARY 31

SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6 at 10:00 a.m.

PASSWORD ALL STARS - With Greg Morris, on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

MERV GRIFFIN - With guest, Sammy Davis Jr., on Channel 13, at 3:30 p.m.

MIKE DOUGLAS - With Smokey Robinson, and Singing City, on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

CONCENTRATION - On Channel 10, at 7:00 p.m.

SANFORD AND SON - Starring Redd Fox, and Demond Wilson, on Channel 3, at 8:00 p.m.

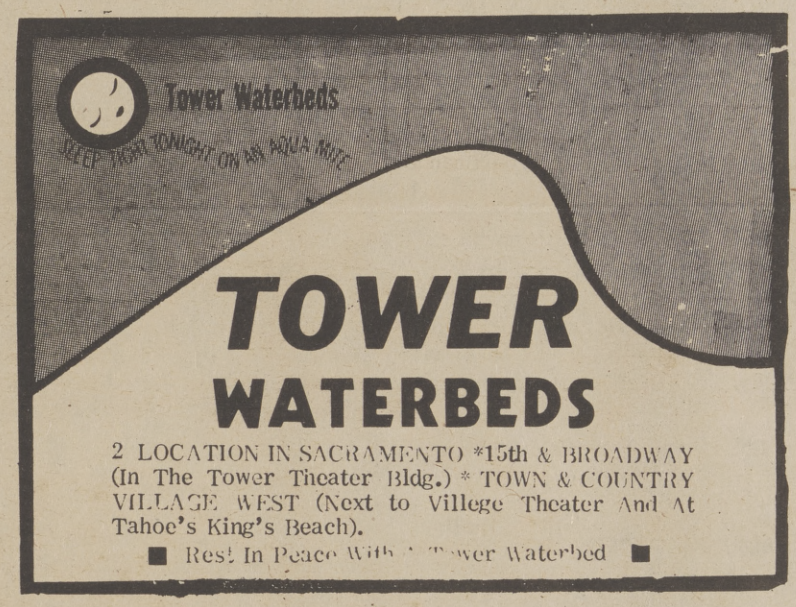
CHICO AND THE MAN - On Channel 3, at 8:30 p.m.

ODD COUPLE - Starring Rodney Allen Rippy, on Channel 13, at 9:30 p.m.

BARETTA - Crime drama starring Brock Peters, on Channel 13, at 10:00 p.m.

WIDE WORLD IN CONCERT - On Channel 13, at 2:30 a.m.

MIDNIGHT SPECIAL - On Channel 3, at 1:00 a.m.



FEATURING
6-9:30 AM EILEEN FIELDS
9:30-10 AM CAPT. CARROT WITH ORGANIC TYMES
10-12 PM DENNIS NEWHALL
12-2 PM ROBERT WILLIAMS
2-6 PM FRED GAINES
6-10 PM SCOTT McCONNELL
10 2 AM GORDO STYLER
2-6 AM ED FONG

KZAP
QUAD 98.5 FM

PLUS THE NOOZE
WITH
SHANNON DUNK
RICHARD DUNK
AND
JOK CHURCH
AT
6:40 AM 7:20 AM
8:20 9:30
12 NOON 5:45 PM
10:45 PM

STROUT

★ KMUV-TV MOVIE MARQUEE ★

31

Playing this week at the MUVIE HOUSE

Thurs. January 16th

Solid Gold Heroes - Radar Men from The Moon - Chapter 1 - 7 a.m., 5 and 11 p.m.

Pete Smith Specialty - Memory Tricks 7:20 a.m., 5:20 and 11:20 p.m.

Creature Feature - "Beginning of The End," starring Peter-Graves, 7:30 a.m., 5:30 and 11:30 p.m.

MUVIES by George - Hosted by George Liberace "The Jazz Singer," starring Danny Thomas and Peggy Lee, 9 a.m., 1 and 7 p.m.

Western Action - "Copper Sky," starring Jeff Morrow, 11 a.m., 3 and 9 p.m.

Fri. January 17th

Solid Gold Heroes - "Radar Men from The Moon," chapter 2, 7 a.m., 5 and 11 p.m.

Pete Smith Specialty - "Friend Indeed," 7:15 - 5:15 and 11:15 p.m.

Creature Feature - "She Demons," starring Irish McCalla, 7:30, 5:30 and 11:30 p.m.

MUVIES by George - Hosted by George Liberace, "Dial Hot Line," starring Vince Edwards, 9 a.m., 1 and 7 p.m.

Western Action - "Kansas Raiders," starring Audie Murphy, 11 a.m., 3 and 9 p.m.

Sat. January 18th

Solid Gold Heroes - "Radar Men From the Moon," Chapter 3, 7 a.m., 5 and 11 p.m.

Pete Smith Specialty - "Badminton," 7:15, 5:15 and 11:15 p.m.

Creature Feature - "Profile In Terror," 7:30, 5:30 and 11:30 p.m.

MUVIES by George - Hosted by George Liberace, "The Aquarians," starring Jose Ferrer, 9 a.m., 1 and 7 p.m.

Western Action - "Plunder Road," 11 a.m., 3 and 9 p.m.

Sun. January 19th

Solid Gold Heroes - "Radar Men From the Moon," Chapter 4, 7 a.m., 5 and 11 p.m.

Pete Smith Specialty - "Spots Before Your Eyes," 7:15, 5:15 and 11:15 p.m.

Drawing Room - "Suddenly Single," starring Hal Holbrook, 7:30, 5:30 and 11:30 p.m.

MUVIES by George - Hosted by George Liberace, "The Man Who Never Was," stars Clifton Webb, 9 a.m., 1 and 7 p.m.

Critics Lounge - "All Quiet On The Western Front," stars Lew Ayres, 11 a.m., 3 and 9 p.m.

Mon. January 20th

Solid Gold Heroes - "Radar Men From The Moon," Chapter 5, a.m., 5 and 11 p.m.

Pete Smith Specialty - "Calling All PA,s," 7:15, 5:15 and 11:15 p.m.

Creature Feature - "Devil's Messenger," stars Lon Chaney, 7:30, 5:30 and 11:30 p.m.

MUVIES by George - Hosted by George Liberace, "Sincerely Yours," stars Liberace, 9 a.m., 1 and 7 p.m.

Western Action - "Apache Drums," starring Steven McNalley, 11 a.m., 3 and 9 p.m.

Tues. January 21st

Solid Gold Heroes 1 "Radar Men From the Moon," Chapter 6, 7 a.m., 5 and 11 p.m.

Pete Smith Specialty - "Bowling Tricks," :15, 5:15 and 11:15 p.m.

Creature Feature - "Ghosts on The Loose," stars Ava Gardner and Bela Lugosi, 7:30, 5:30 and 11:30 p.m.

MUVIES by George - Hosted by George Liberace, "April In Paris," starring Doris Day, 9 a.m., 1 and 7 p.m.

Western Action - "Badge of Marshal Brennan," stars Lee Van Cleef 11 a.m. 3 and 9 p.m.

★ ★

Daily TRIPLE Features
Another Movie Every Other Hour

There's always a movie on MOVIE-TV KMUV ch.31

The Sacramento Observer

JAN. 23 - 29, 1975

A wide cross-section of local and state government representatives and community leaders were present at the dedication ceremony. The spacious conference room seemed small with the large number in attendance.

Conference Room Dedicated In Honor Of NAACP's Leonard Carter

About 200 persons representing various state agencies and civil rights organizations gathered this week to witness newly apointed California Health and Welfare Department director Mario Obledo dedicate a conference room to the late Leonard Carter.

Carter, who died last March of cancer, reserved much of his professional life to the betterment of disenfranchised people through the National Association for the Advancement of Colored People.

During his career as a field director in Kansas and later during his tenure as West Coast Regional Director, Carter befriended many people one of them Obledo who at the time of their meeting worked for the Mexican American Legal Defense Fund as an attorney.

Obledo emmotionally recalled their first meeting in a coffee shop in San Francisco and their last shortly befor Carter's death.

"I told him that I would be with him in this life or in the beyond," said the director remembering a conversation with Carter shortly before he died.

Obledo lauded Carter's contribution to the advancement of all people living under the cloud of inequality.

"If you want to call someone a great person he was a great person," said Obledo adding, "I felt he was an inspiration of my life."

Obledo concluded his presentation by telling those gathered that, "he is going to be with us in all negotiations that take place in this room."

Obledo was followed by Kevin Carter who memorialized the work of his father.

"Many things I believe my father measured his own achievements by his children. Many rights and opportunities we took for granted he fought long and hard for," said Kevin calmly tracing the record his father leaves.

"I'll always wonder what I represented to him dressed in my overalls and knit hat. But I believe I represented a new generation of Black Americans. A generation of Blacks that will continue to challenge America. A generation that will no longer bow to Whites, a generation that is better educated, has better jobs and one that will remain strong," said Kevin Carter drawing applause.

In concluding Kevin said," today this conference room is being dedicated in my father's name so the endeavors of those who will use this must be to continue my father's dream-equality for all people."

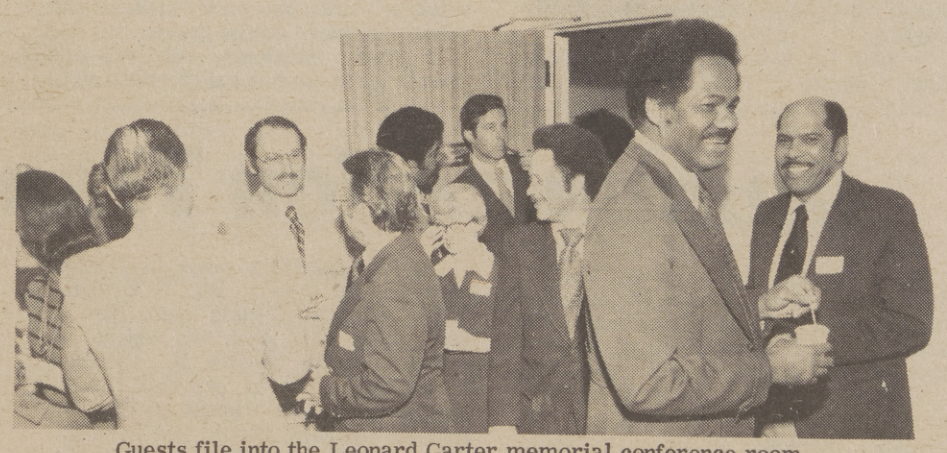
Deputy director Bob Garaizda affirmed the committment called for in young Kevin's address, saying that the department under Obledo's administration would be committed to the principal surrounding the life of Leonard Carter.

Obledo presented a plaque to Mrs. Virginia Carter, wife of the late NAACP regional director.

The Plaque read: "Leonard Carter. A memorial to one person's dedication for the advancement of all people."

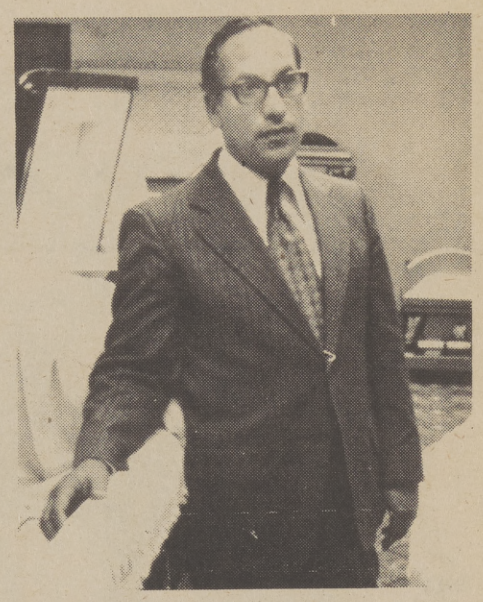
California Health and Welfare Secretary Mario Obledo lauds the life-work of the late Leonard Carter, West Coast Regional Director of the NAACP, as he present a plaque to Mrs. Virginia Carter and son Kevin.

Following Obledo's memorial tribute, Kevin Carter delievered on the family's behalf. Shown are from left, Robert L. Gnaizda, Deputy Secretary of Health and Welfare, Kevin Carter, Mrs. Virginia Carter, Mario Obledo, Secretary of Health and Welfare; Mrs. Virna Canson, NAACP West Coast Regional Director and Ms. Patsy Fulcher, Assistant Deputy Director of Health and Welfare.



Guests file into the Leonard Carter memorial conference room.

What Are Undertakers Really Like?



What are undertakers really like? Five undertakers reflect on their life's work and the American way of death in the February issue of Esquire, published now on newsstands.

Marguerite Marshall Blake, top left, of the M. Marshall Blake Funeral Home in New York City, feels that "funerals are a show, a show for the living."

Rev. Reuben Ruiz, top right, minister/director of the Coffey-Ruiz Funeral Home in Idabel, Oklahoma, agrees with Ms. Blake. He tries to make his place "look more like home, so people feel welcome and at home here with a little brighter colors, because actually, to the Christian, death is a bright experience." Rev. Ruiz says that funeral homes in a small town "have to handle the deceased with a lot more care." One reason for this, says Ruiz, is "if you make an error, then somebody knows about it."

"I don't particularly like being a funeral director. I would rather be a truck driver," says twenty-five-year-old George Bernard Kevin Banta, bottom center, of Benta's Funeral Home in New York.

It is his experience that "Black people feel more. At Black funerals, the people themselves are different."

Benta finds white funerals "strait-laced. Everybody with hard, stone faces. As if somebody has died and there was nothing to look forward to."

Ultimately, Benta wants his business to grow and become so well known that "All over the world, when people think of death, they think of me."

Group Working To Change Image of Death

When first she tells you "death can be a friend," and that there's a rosy side of death, you may wonder about her motivation.

But Mrs. Rose Marie Smith, an active and attractive woman of 75, will assure you she is interested only in liberating people's attitudes toward death.

"Death can be beautiful," she says.

Mrs. Smith is founder of the Journey's End Foundation Fund (JEFF), a non-profit organization at the University of Southern California.

JEFF is working to change the image of death.

"The subject has been kept in the closet too long," Mrs. Smith says. "Sex used to be like that. It wasn't discussed in polite company, but it happened all the same. Then people became enlightened, and now everyone talks about it. Death needs the same kind of liberation."

Though it may sound strange to you to hear someone talking about "the rosy side of death," or saying "death can be a fried," it makes sense when Mrs. Smith says it.

"Death has had a negative image too long," she says. "We all know people for whom death is a real friend. It ends terrible suffering and takes a terrible burden off everyone.

Close friends and relatives feel sorry after a death because they hate to see their loves ones leave them, but they may also be glad that those dear ones are out of their suffering.

"People don't realize that the trauma, the suffering, and many other of the negative things associated with death are not really death. People should learn to separate the illness or the accident from the death. The saddest part is the suffering, but not the death. Death is the natural conclusion to life. Everyone dies, and death should become more accepted by western society."

Mrs. Smith's interest in death developed more than 20 years ago when she and her husband, the late Mr. Edwin Lester Smith, were world travelers.

During their journeys they observed funeral customs in more than 100 countries.

In Hawaii, she saw families of the dead bringing chewing gum, apples and oranges to place on the graves.

In New Caledonia, relatives and friends go to the funeral with the body in a bus.

In Russia, she noted lids were not placed on the coffins until they were ready to be lowered into the ground. The family surrounded the body, kissing it profusely before stepping away. An attendant placed the lid on and then with foreboding pounds, drove in large spikes with a heavy hammer.

One of the most unusual graves Mrs. Smith has seen was that of an Australian race car driver. He had a life-sized statue over his grave. The statue portaryed him still holding the wheel of his race car.

In many countries, she observed, coffins are delivered to the family of the deceased. The family places the body in the coffin and the remains are cared for lovingly. Relatives place daises around the neck and may add cherished items or tokens of love before the undertaker picks up the body.

Mrs. Smith admits that when death came to her husband, she was overwhelmed with grief. And she doesn't deny that grief is a natural way to deal with loss.

But she feels that in too many instances, people's fear of death has prevented them from planning for it. As a post-humous birthday gift to her husband, she founded JEFF.

The foundation has already released one film, "Journey's End," on the need to deal realistically with planning for death. The film encourages individuals to make long-range plans and avoid confusion during the bereavement. It was produced as a result of a series of consultations with national experts and is available through the USC Film Library for sale or rental to community groups, universities, colleges, churches and other adult audiences.

As resources grow additional films and pamphlets on grief and widowhood will be produced. Mrs. Smith is also hoping for counseling services to become available through JEFF.

Mrs. Smith, who was a lecturer on world affairs for many years, with the Los Angeles Board of Education, has resumed her lectures and is planning speaking engagements before many groups on decisions which must be made about death, funerals, and bereavement.

"People come out better financially, and they fear death less when they are ready for it. Once decisions are made, you can put them out of your mind."

Immunization Treatments Available

The Sacramento County Health Agency is continuing to provide flu immunizations to County residents aged 55 and over and to any resident regardless of age with a chronic condition such as heart disease, asthma, chronic bronchitis, emphysema, chronic renal disease, diabetes mellitus or other chronic metabolic disorders.

The immunization gives protection against both type A and B viruses. Health Agency officials state that to date, there have been few reports of reactions to the vaccine as compared to vaccine used in previous years. Persons who are allergic to eggs or chicken feathers should not have the immunization nor should persons who have a cold or other infection at the time.

Flu immunizations are available Monday through Friday at the following locations. Persons should call the clinic or health center beforehand:

South City Health Center, 7222 24th Street, 454-3221;

Del Paso Health Clinic, 811-A Grand Avenue, 454-5940;

Oak Park Clinic, 3614 4th Avenue, 454-3127;

Central Health Center, 3701 JStreet, 454-2636.

A $1 fee is charged to cover costs of administering the vaccine. This fee may be waived in cases of financial hardship.

Artist's Works On Display

The theme of this particular art collection created by Sacramento artist, Alexander Miller, is definitely African. The exhibition is currently on display in the lobby of the Mansion Inn Hotel located directly across the street from the former Governor's Mansion in downtown Sacramento.

Miller is considered to be a leading exponent of Black art locally. The young artist presents his creations through a number of media.

Miller attended the University of California at Davis, majoring in art. Many of his works are inspired by the "Community Artist" concept, whereby artist create art preserving the rich cultural heritage of Black people.

The exhibition will be on display for the remainder of this month.

The Sacramento Observer

URBAN LIVING

JAN. 23 - 29, 1975

Spring Registration At CRC

Registration is currently underway for the Cosumnes River College Spring Semester Evening College.

Evening College, an extension of the regular day program, provides residents of the Los Rios Community College District with an opportunity to take courses at a time that may be more convenient for them if they work.

Typically the evening student takes one or two classes per semester. One-third of the evening students are continuing their education toward an AA degree or preparing to transfer to a four-year institution.

The remainder of the night, student body enrolls in vocational programs, tries to bridge the gap in their previous education or enrolls in self-awareness and personal growth classes.

Applications for enrollment are available through the admissions office or by phoning 421-1000. Open registration period will be held Tuesday and Wednesday, January 28-29, from 6:30-8:30 p.m. Counselors are available in the evening to help new and returning students plan their schedules. Instruction begins February 3, 1975.

Rules Governing Lawyers Revised

We, like most newspapers, get a lot of calls to refer good lawyers to our readers.

Well, now this job has been made somewhat easier.

For the first time, all California lawyers are now bound by formal rules barring them from charging unconscionable fees and knowingly failing to practice their profession competently.

These are among major new prohibitions in the first complete revision of the Rules of Professional Conduct for attorneys since they were adopted 47 years ago.

The new rules went into effect Jan. 1.

Violation of the rules subjects a lawyer to possible discipline, including disbarment, suspension or reproval.

Adoption of the rules by the state Supreme Court followed a study of more than three years by the State Bar board of governors and its committees. More than 100 suggestions from individual lawyers, law offices or bar groups also were considered before the board made its final recommendations to the Supreme Court.

Probably of greatest interest to the California Supreme Court have prohibited an attorney's acceptance of an unconscionable fee for legal services. Now the subject is introduced to the Rules of Professional Conduct, and guidelines are provided for determining the reasonableness of a fee.

"A fee is unconscionable," the new rule states, "when it is so exorbitant and wholly disproportionate to the service performed as to shock the conscience of lawyers of ordinary prudence practicing in the same community.

"Reasonableness is to be determined on the basis of circumstances existing at the time the agreement is entered into except where the parties contemplate that the fee will be affected by later events."

Among factors to be considered in determining the reasonableness of a fee are:

- The novelty and difficulty of the questions involved and the skill requisite to perform the legal service properly.
- The likelihood, if apparent to the client, that the acceptance of the particular employment will preclude other employment by the lawyers.
- The amount involved and the results obtained.
- The time limitations imposed by the client or by the circumstances.
- The nature and length of the professional relationship with the client.
- The experience, reputation and ability of the lawyer or lawyers performing the service.
- Whether the fee is fixed or contingent. (A contingent fee, usually employed in damage suits, depends on whether the plaintiff wins and is a percentage of the amount of money recovered).
- The time and labor required.
- The informed consent of the client to the fee agreement.

Fee-spliting with another lawyer who is not a partner or associate is prohibied, unless:

- The client consents to employment of the other person licensed to practice law after a full disclosure that a division of fees will be made.
- The division is made in proportion to the services performed or responsibility assumed by each.

- The total fee charged by all persons licensed to practice law is not increased solely by reason of the provision for division of fees.

Don't Forget To Register To Vote By Postcard

More than 2.6 million Californians, including many Blacks, can expect to get a double postcard from their county Registrar of Voters shortly telling them that their voter registration has been cancelled because they failed to vote in the last general election.

If you get one -- and if you haven't moved since you last registered to vote -- do yourself a favor: check the box that says "I still reside at and have not moved from the address shown above." Then sign your name just as the car was addressed to you, fill in your address and send it back to your county Registrar of Voters.

This will save you the time of standing in line at the supermarket or making a special trip to your fire house or county clerk to register again.

It is the result of the enactment of labor - supported legislation several years ago aimed at simplifying voter registration procedures but many voters apparently either mislay or fail to mail these cards.

MORE FOOD SAVINGS On Your TOTAL PURCHASE
Compare with ANY OTHER SUPER MARKET (Regular or Discount)!

COMPARE PRICE! SERVICE WITH A SMILE!

WHY PAY MORE

COMPARE QUALITY! TREMENDOUS SELECTION!

Where Shopping Is A Pleasure

JUMBO
DISCOUNT SUPER MARKETS

- 24th STREET and FLORIN ROAD
- 2711 EL CAMINO near FULTON
- 1055 NORTH FIRST STREET, Dixon
- POWER INN and FLORIN ROADS
- 35th AVE. and SOUTH LAND PARK DRIVE
- 8911 FOLSOM BLVD. east of WATT AVE.

FRYERS
California Grown
1st Quality
CORNISH CROSS
Foster Farms Fresh.

WHOLE BODY **49¢** lb.

CUT-UP FRYERS **57¢** lb.

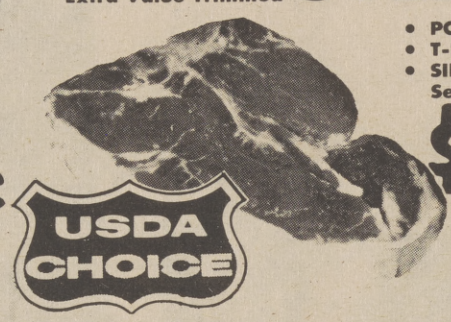
SMOKED HAM

Goehring Victor Brand Finest Dry Mild Cured

SHANK PORTION **79¢** lb.

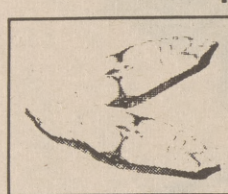
CENTER SLICES $1.49 lb.

STEAKS
USDA Choice Extra Value Trimmed



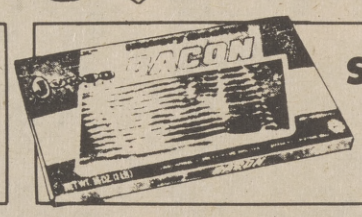
- PORTERHOUSE
- T-BONE • CLUB
- SIRLOIN
Semi-Boneless

$1.89 lb.



Great Northern Center Slices
HALIBUT STEAK $1.39 lb.

USDA Choice Extra Value Trimmed
STANDING RIB ROAST $1.39 lb.



SLICED BACON
Jumbo's Own Finest Mild Cured 1st Grade
$1.09 lb.

USDA Choice Well Trimmed
CHUCK STEAK 89¢ lb.

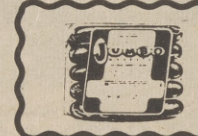
USDA Choice Boneless Rolled
X-RIB ROAST $1.43 lb.

USDA Choice Lean All Meat
BEEF ROAST BRISKET OR HEEL OF ROUND $1.34 lb.

Goehring Victor Brand Finest
SLICED BOLOGNA SALAMI, SPICED LUNCH MEAT 12 OZ. PKG. 89¢ ea.

Finest Whole Hog
JIMMY DEAN SAUSAGE ROLLS 12 OZ. 89¢ ea.

Fresh Cooked
DUNGENESS CRABS 98¢ lb.

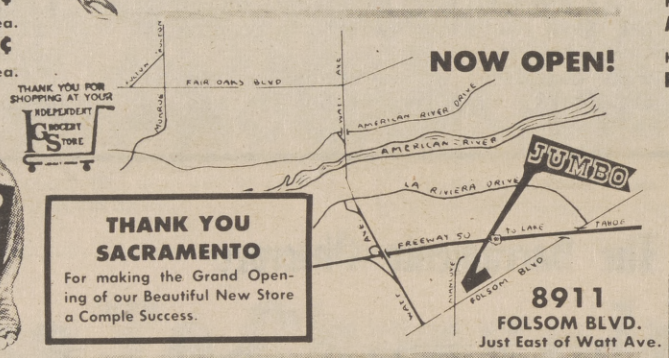


Jumbo's Own Finest Plump Juicy
FRANKS 12 OZ. PKG. 59¢ ea.

Kraft Finest Single Slices
AMERICAN, SWISS, PIMENTO CHEESE 12 OZ. PKG 79¢ ea.

Kraft Famous
PHILADELPHIA CREAM CHEESE 8 OZ. BOX 2 FOR 89¢

CHUNK TUNA
Chicken of the Sea
6½ OZ.
47¢
JUMBO EXTRA VALUE!



THANK YOU SACRAMENTO
For making the Grand Opening of our Beautiful New Store a Comple Success.

8911 FOLSOM BLVD.
Just East of Watt Ave.

FROZEN FOODS

FROZEN DINNERS
Banquet All Varieties 11 OZ.
47¢
JUMBO EXTRA VALUE!

More "JUMBO EXTRA VALUES"

CHICKEN NOODLE SOUP	Campbell's	10½ oz.	19¢
REFRIED BEANS	Rosarita	2½	59¢
MUSTARD	Morehouse	13 oz.	25¢
VIENNA SAUSAGE	Hormel	4 oz.	35¢
POTATO BUDS	Betty Crocker	16 oz.	89¢

FLOUR
Pillsbury 5 LB. BAG
69¢
JUMBO EXTRA VALUE!

SEASONING MIXES	Schilling's Taco, Chili, Meat Loaf Beef Stew, Sloppy Joe	env.	19¢
BEEFARONI	Chef Boy Ar Dee	15 oz.	43¢
MINI RAVIOLI	Chef Boy Ar Dee	15 oz.	43¢
KETCHUP	Heinz	26 oz.	65¢
HEARTLAND CEREAL	Pet	16 oz.	79¢

COFFEE
Folger's 2 LB. CAN
$1.85
3 lb. can $3.24
JUMBO EXTRA VALUE!

INSTANT COFFEE	Folger's	10 oz.	$1.99
HANDI WRAP	Plastic Wrap	100 ft.	39¢
OVEN CLEANER	Mr. Muscle	8 oz.	75¢
Liquid Gold WOOD FINISH	Scott's	16 oz.	$1.49
THE TANNERY CONDITIONER		12 oz.	$1.49

Ivory **BAR SOAP** PERSONAL SIZE ea. 10¢

Comet **CLEANSER** 21 OZ. 25¢

Spic and Span **CLEANER** 54 OZ. 99¢

Sacramento **TOMATO JUICE** 46 OZ. 45¢

Orleans **BROKEN SHRIMP** 4½ OZ. 59¢

Pillsbury **LAYER CAKE MIXES** All Varieties PKG. 59¢

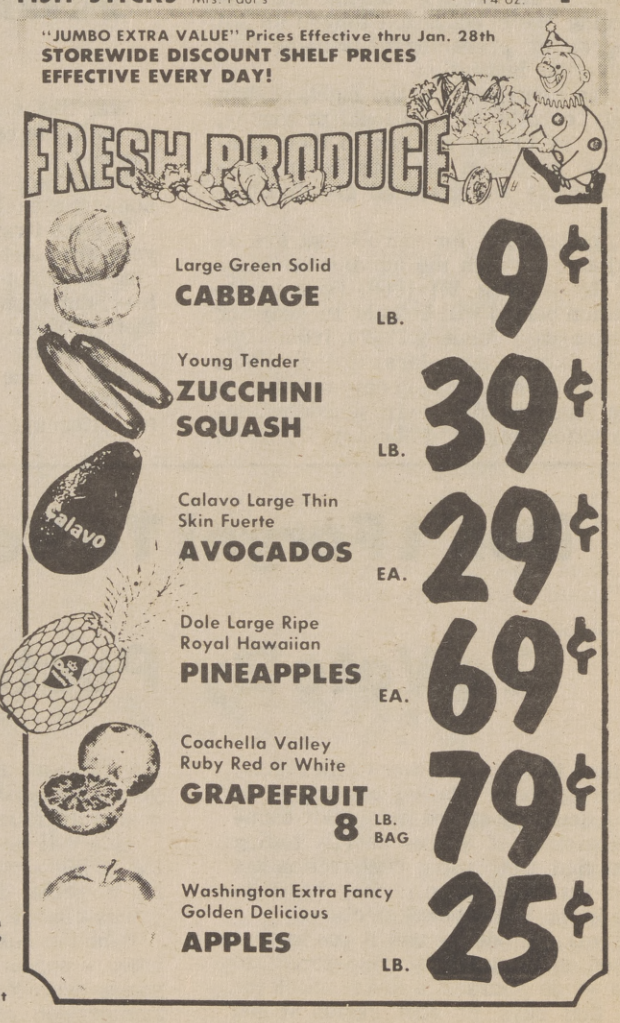
Nabisco **CHIPS AHOY or PECAN SHORTBREAD** 14 OZ. 85¢

SUGAR FREE DR. PEPPER 16 oz. bottles 8 PAK 99¢ Plus Deposit

ORANGE JUICE	Minute Maid	6 oz.	27¢
ORANGE JUICE	Minute Maid	16 oz.	75¢
HUNGRY MAN MEAT PIES	Swanson's	16 oz.	73¢
CAKES	Sara Lee Chocolate, Banana Orange Devil's Food	14 oz.	$1.05
FISH STICKS	Mrs. Paul's	14 oz.	$1.03

"JUMBO EXTRA VALUE" Prices Effective thru Jan. 28th
STOREWIDE DISCOUNT SHELF PRICES EFFECTIVE EVERY DAY!

FRESH PRODUCE



Large Green Solid **CABBAGE** LB. 9¢

Young Tender **ZUCCHINI SQUASH** LB. 39¢

Calavo Large Thin Skin Fuerte **AVOCADOS** EA. 29¢

Dole Large Ripe Royal Hawaiian **PINEAPPLES** EA. 69¢

Coachella Valley Ruby Red or White **GRAPEFRUIT** 8 LB. BAG 79¢

Washington Extra Fancy Golden Delicious **APPLES** LB. 25¢

A BUDGET STEW FOR THE HUNGRY HE-MAN

Stretching your food budget can be quite a job these days. But with a little creative ingenuity, it can be done. And one way is to make your meat stretch further by substituting another high-protein food in place of some of the meat.

Try this hearty, He-Man Stew 'n Beans, for example. The recipe serves four to six people, and yet, calls for only one half pound of meat and one can of beans. You start this tasty dish with a combination of knackwurst, strips of green pepper and chopped onions, all lightly browned in pure vegetable oil.

Next comes the creative ingenuity: a two-can pack of beans and sauce with bacon. The beans come in one can and the sauce and the other. It's got all the country-fresh flavor of sweet, dark molasses, sauteed onion, thick, rich ketchup and hickory flavored bacon that's been simmered to the perfect flavor peak.

Then you add a can of whole tomatoes and a dash of cayenne. Simmer for a while, sprinkle with Parmesan cheese, and you've got a hearty He-Man Stew 'n Beans your whole family will enjoy.

This easy, economical dish takes only thirty minutes to prepare. And all you need to round your menu out is a nice cole slaw salad and some crusty, warm French rolls.

HE - MAN STEW 'N BEANS

1/2 lb. knackwurst, sliced in 1/2-inch pieces
1 green pepper, cut in thin strips
1/4 cup chopped onion
1 tablespoon oil
1 (20-1/4 oz.) 2 can pack Hunt's Big John's Beans 'N Fixins'
1 (14-1/2 oz.) can whole tomatoes
1 teaspoon salt
Dash of cayenne
1/4 cup grated Parmesan cheese

In heavy medium saucepan, lightly brown knackwurst, green pepper and onion in oil. Add remaining ingredients except Parmesan cheese. Simmer 20 minutes. Stir occasionally. . . sprinkle servings with Parmesan cheese. Makes 4 to 6 servings.

The Sacramento Observer
WEEKLY
Food
SECTION

Hearty He-Man Stew 'n Beans For The Thrift-minded

FEATURES THIS WEEK

Armour Hindquarter Lb.

TURKEY ROAST **49**

USDA Choice Beef Lb.

CHUCK STEAK **88**

Shensons Brand Lb.

CORNED BEEF **$1.28**

Fresh Butterfish Lb.

FISH FILLETS **49**

Froz. Varieties Reg. Pkg.

BANQ DINNERS **49**

Kraft Imitation 32-oz.

MAYONNAISE **69**

Toilet 4-Roll Pack

M&D TISSUE **69**

Texas Ruby Red 6oz.

GRAPEFRUIT **99**

Garden Fresh Loose Lb.

CRISP CARROTS **19**

BEL AIR

The Stores That Care

WITH steamex™

RENTAL UNIT

No special skill required to remove grime and grit from full depth of any carpeting. Revive color and lustre without risk of distorting pile or leaving foamy residue. Cleans up to 400 sq. ft. per hour — dries fast.

HOURLY - DAILY - WEEKEND RATES

Call 452-1173 **to reserve unit.**

Carousel Cleaners

5019 Stockton Blvd.
Sacramento, Calif.

ONE HOUR MARTINIZING the most in DRY CLEANING

Dip In (Some) Prices

Mother keeps adding the hamburger helper, tuna stretcher, hot dog blend and getting out the old needle and thread again to help make ends meet, but happily the price of some things has started down.

The Labor Department's wholesale price index toward the end of last year went up 1.2 per cent, but some things such as cars and appliances and furniture began heading down, largely because retailers couldn't move them at list price.

U.S. News and World Report came up with a representative sample of downward trending major market items:

A bushel of wheat a year ago went for $5.26 and dropped to $4.77.

A pound of butter dropped from 75 cents to 70.5 cents.

A pound of pork loins went from 77 cents to 71 cents.

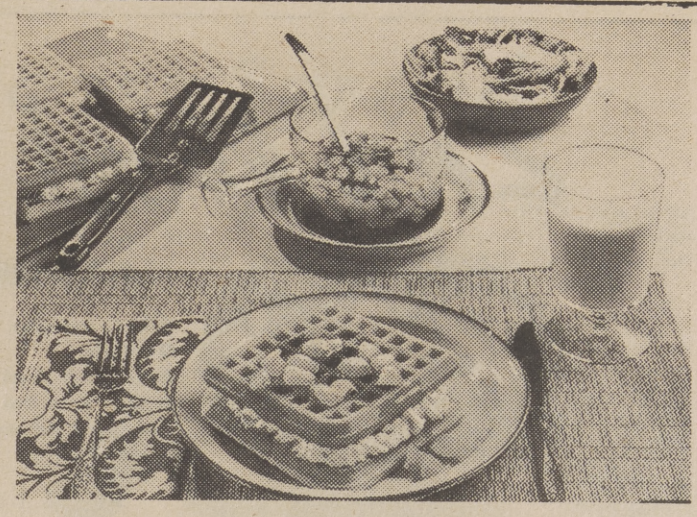
A pound of beef went from 65.5 cents to 61 cents.

Wool dropped from $2.50 a pound to $1.35.

Cotton was down from 80 cents to 41 cents a pound.

Even soybeans tumbled from $198 a ton to $151.

This isn't going to make life simple and lovely for mon and dad, but it is a step in the right direction. Now if everyone can keep working assuming inflation is being licked life may soon be beautiful.



The Economic Waffle-Wich

In these waste-not, penny - counting days, keep food costs lean. Make it low cost, easy to prepare, appetizing, and nutritious. Waffles, a very old form of bread, make a fine-tasting knife and fork sandwich filled with creamy cottage cheese and a hot orangy sauce made with Log Cabin syrup poured over the top. Serve with a fresh green salad and a glass of milk.

WAFFLE-WICH

Cottage Cheese
Hot waffles
Fruited Syrup

For each serving, spread cottage cheese on one hot waffle. Top with second hot waffle and syrup.

FRUITED SYRUP

1 cup maple-blended syrup
1 orange, sectioned and diced

Heat syrup to boiling. Add orange sections, and bring again to a boil. Serve warm. Makes 1-3/4 cups.

Facts About The Department Of Food & Agriculture

DIVISION OF MARKETING SERVICES

This Division provides various marketing services for California's 8 million dollar agriculture industry. It helps assure orderly marketing and production in order to provide supplies of pure wholesome food products at reasonable prices.

An adequate and continuous supply of fresh milk and cream to consumers at fair prices has resulted from the division's administration of the California Milk Stabilization Law. A statewide pooling plan for milk helps maintain market stability and equalizes marketing quotas among producers.

Records of milk producers, processors, distributors and retailers are checked to determine production costs, establish minimum prices and prevent unfair and destructive trade practices.

Agricultural statisticians use scientific methods in determining acreage, yield, production, value and other facts on more than 200 California crops. These facts provide vital guidelines to the state's farmers and agribusiness communities in developing their production and marketing plan. This Federal-State program is known as the California Crop and Livestock Reporting Service.

Also operating jointly with the USDA, is the Federal-State Market News Service, which collects, analyzes and disseminates current marketing information on most of California's crops.

Timely reports on the supply, demand and prices of agricultural commodities aids farmers, dealers, distributors and others in the orderly marketing of the state's agricultural crops at fair prices. A nationwide teletype system keeps California agriculture in touch with markets across the country.

Self help marketing programs play a big role in California agriculture where industry groups desire to improve production and marketing of their commodity for the common good.

Advertising and promotion, production, processing, marketing research, quality improvement, surplus control and control of unfair trade practices are some of the marketing aids conducted by the Bureau of Marketing.

Enforcement of marketing laws that regulate the activities of the middle-man and processors of farm products is also a function of this Division. All persons purchasing or handling farm products must be licensed and make payments to producers in accordance with the terms of the contract. Complaints are investigated and where possible, Division personnel settle the complaint.

About 280 State and 65 Federal employees operate the various statewide programs in this division with much of the cost provided by license and assessment fees from the agriculture industry.

Most employees are experts in their field and cover many skills such as investigators, auditors, marketing specialists, statisticians, agricultural economist, cost analyst, clerk-typists, stenographers, administrators and teletype operators.

RAINBO
is good BREAD ®

Would you like to stretch your grocery dollar?

Visit our Bakery Thrift Store at 3086 - 33rd Street, across from McClatchy Park. In the Oak Park area.

Save from 25% to 50% on all Rainbo Bakery products.

Open Monday through Saturday 9:30 to 5:30.

Closed on Sunday.

Do yourself a favor and stop by and check us out, you will be pleasantly surprised.

THE GOOD BREAD
COMPANY
OF SACRAMENTO
456-3863
3226 Montgomery Way

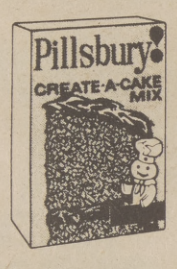
The eight-hour loaf

2nd Week 40th Anniversary Sale

Raley's SUPERMARKETS

PRICES GOOD THRU JAN. 28

- 400 El Camino Ave.
- Roseville
- San Juan & Sunset
- 10385 Folsom Blvd.
- Madison & Manzanita
- Madison & Hazel
- 8391 Folsom Blvd.
- 1700 Capitol Ave.
- 4850 Freeport Blvd.
- 14th Ave. & 60th St.
- Watt & Whitney
- Placerville
- 28th and L



Cake Mix
Pillsbury, layer
Reg. 73c
59¢

Ivory Liq.
(20c off label)
king size, Reg. $1.09
89¢

Coffee
Maxwell House
2 lb. Reg. $2.19
$1.89

Pet Food
Tabby Tender Bits all kinds,
Buffet size. Reg. 17c
8 FOR 1.00

3 Hour Log
Dura Flame
Reg. $1.09
89¢

DOG CHOW	Purina 25 lb. Reg. $6.09	5.99
FLOOR WAX	Kleen N' Shine 15 oz. Reg. $1.59	1.49
RAIN BARREL	48 oz. Reg. $1.78	1.69
TRASH BAGS	Glad pkg. 10's Reg. $1.08	99¢
SAND. BAGS	Glad large size Reg. 35c	3 FOR 1.00
P'NUT BUTTER	Golden Nugget 36 oz. Reg. $1.75	1.65
CLEANER	Lysol, 28 oz. Reg. $1.19	99¢
MOP & GLO	48 oz. Reg. $2.50	2.35
KLEENEX	Facial Tissue bx. 200, Reg. 51c	47¢
Cocktail	S & W, Fruit 303 can, Reg. 53c	49¢
WRAP	Saran Wrap 100 ft. Reg. $1.05	99¢
BATH. CLEANER	Janitor in the Drum 32 oz. Reg. 95c	85¢
BISQUICK	40 oz. Reg. 95c	89¢
DINNERS	Chun King Chow Mein 42 oz. Reg. $1.35	1.25
AIR FRESH.	Days Ease, 6 oz. Reg. 82c	75¢
SAN. NAPKINS	Stay Free Mini Pad pkg. 48 Reg. $2.09	1.99
SAN. NAPKINS	Stay Free Mini Pad pkg. 30 Reg. $1.32	1.19
CORN'D BEEF	Dinty Moore, 12 oz. Reg. $1.43	1.29
MEOW MIX	Purina, 18 oz. Reg. 59c	55¢
DRIVE	(13c off label) Giant size, Reg. $1.06	1.05
LUX LIQ.	(20c off label) King size, Reg. 89c	87¢
VAR. PAK	Laura Scudder Pkg. 16, Reg. $1.09	99¢
DOG FOOD	Friskies, 15 oz. Reg. 37c	35¢
MARGARINE	Fleischmann 16 oz. Reg. 82c	79¢
COFFEE	Maxwell House 1 lb. can	1.24
COFFEE	Maxwell House 3 lb. can	3.24
COFFEE	Maxwell House Inst. 6 oz.	1.49
COFFEE	Maxwell House 10 oz. Reg. $2.05	1.95
YUBAN	1 lb. can	1.34
YUBAN	2 lb. can	2.49
YUBAN	Instant, 8 oz.	1.85
MAX PAX	Coffee, 10-ring	1.29
MAX PAX	Coffee, 20-ring	2.49
MAXIM	Freeze-Dried Coffee, 4 oz.	1.49
MAXIM	Freeze-Dried Coffee, 8 oz.	2.75
SANKA	Inst. Coffee 4 oz.	1.39
SANKA	Inst. Coffee 8 oz.	2.49
BRIM	Freeze-Dried Coffee, 4 oz.	1.49
BRIM	Freeze-Dried Coffee, 8 oz.	2.79
YUBAN	Inst. Coffee, 4 oz.	1.19
ORANGE JC.	Treesweet, Frozen, 12 oz.	61¢
FRUIT JC.	Treesweet, Grapefruit, 6 oz.	31¢
PASTRIES	Sara Lee, Froz. Fruit N' Danish, 13½ oz.	1.38
BRKFST. LINKS	Morningstar Frozen, 8 oz.	95¢
PATTIES	Morningstar, Frozen, 8 oz.	95¢
SLICES	Morningstar, Brkfst. slices, 8 oz.	95¢
SHELLS	Stouffers, 17½ oz. Beef Stuffed	1.99
SHELLS	Stouffers 16½ oz. Chick. Stuffed	1.99
SHELLS	Stouffers, Cheese, 17½ oz.	1.99
COT. CHEESE	Knudson pints	67¢
ICE CREAM	Knudson, Rounds ½ gal.	1.45
ORANGE JC.	Knudson, 48 oz.	95¢
FRUIT JC.	Knudson, Grapefruit, qt.	69¢

Super Low Prices

NESTLES INSTANT	Decaf, 8 oz. Reg. $2.39	2.29
DISENFECTANT	Lysol Spray 14 oz. Reg. $1.79	1.59
CASCADE	(20c off) King Size Reg. $1.25	1.19
CORN CHIPS	Granny Goose 3 Varieties Reg. 55c	49¢
INST. POTATOES	French's 13¾ oz. Reg. 95c	87¢
HONEY GRAHAMS	Fireside, 5 Var. 16 oz. Reg. 66c	62¢
INST. BREAKFAST	Carnation, 6 env. Reg. 97c	89¢
RAGU SAUCES	Spaghetti Sauces 15½ oz. Reg. 67c	61¢
LUNCHEON MEAT	Spam, 12 oz. 7 Kinds, Reg. 95c	89¢
RICE MIXES	M.J.B. brand 6 oz. Reg. 97c	89¢
DRESSINGS	Wishbone Italian pints, Reg. $1.14	99¢
FRENCH DRESSING	Wishbone, Deluxe Pints, Reg. $1.14	99¢
DETERGENT	Miracle White 49 oz. Reg. $1.29	1.09
LIQUID GOLD	Scotts 14 oz. Reg. $1.79	1.59
PET FOOD	Purina Dairy 4 lbs. Reg. $1.90	1.79
BEEF STEW	Dinty Moore 24 oz. Reg. 99c	95¢
STORAGE BAGS	Glad Food, 75 Ct. Reg. $1.08	99¢
LAWN BAGS	Glad Clean-up Pkg. 5's Reg. $1.08	99¢

BAR-B "Winners" Made-rite meat & Veg. protein 12 oz. pkg. **49¢**

PICNIC ROAST Fresh Pork Short Shank Royal Hampshire pork. lb. **69¢**

ROUND STEAK Boneless, full cut Midwest Corn-fed, Steakhouse Beef. lb. **1.19**

BONELESS RUMP Roast, Midwest, Corn-fed, Steakhouse Beef. lb. **1.19**

BONELESS CHUCK Center Cut Roast, Midwest, Corn-fed Beef. lb. **1.09**

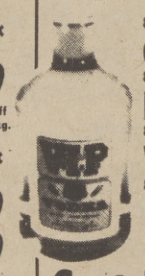
SNOW CRAB Selected Meaty Sections—Fresh Frozen. lb. **95¢**

GROUND CHUCK	Ground fresh from 100% beef chucks lb.	1.09
BOTTOM ROUND	Boneless beef roast, Midwest Corn-fed lb.	1.19
TOP ROUND	Boneless steak, Midwest corn-fed lb.	1.49
CHICKEN FRY	Boneless, Midwest, Corn-fed Beef lb.	1.49
SIRLOIN TIP STEAK	Boneless Steak, Midwest, Corn-fed lb.	1.69
CROSS RIB	Boneless roast, Midwest, Corn-fed lb.	1.39
SIRLOIN TIP ROAST	Boneless, Midwest, Corn-fed lb.	1.49
BAR-B-QUE STEAK	Boneless, Center Cut, Midwest Corn-fed lb.	1.49

Fish and Deli Buys!

Sausage Roll	Jimmy Dean Reg. Hot, 12 oz. pkg. ea.	98¢
Sliced Bacon	Sunnyview Farms Premium lb. pkg. ea.	1.19
Gouda Cheese	Kaukauna brand Natural, 7 oz. ea.	85¢
Biscuits	"1869" brand, Buttermilk or baking powder, 11 oz. ea.	49¢
Cooked Crab	Delicious Fresh cooked lb.	1.09
Raley's Cheese	Random weights, all varieties	10¢ off pkg.
Fresh Smelt	Delicious Columbia River beauties lb.	59¢
Sole Fillets	Karo brand, pre-cooked. Heat 'n Eat lb.	1.19
Cod Fillets	Karo brand, pre-cooked. Heat 'n Eat lb.	1.09
Bit-O-Shrimp	Rose brand Heat 'n Eat lb.	1.49
Fish Sticks	Ruperts brand Delicious, 24 oz. pkg. ea.	1.49
Sliced Bacon	Sunnyview Farms Premium 12 oz. pkg. ea.	98¢
Smoked Gouda	Kaukauna brand 7 oz. size ea.	85¢
Perch Fillets	Karo brand, Pre-cooked. Heat 'n Eat lb.	1.09
In-Shell Shrimp	Ruperts brand, 8 oz. pkg. ea.	1.35
Breaded Shrimp	Ruperts Butterfly, 8 oz. pkg. ea.	1.05
Lemon/Butter Sole	Gorton's brand, 9 oz. pkg. ea.	1.05

V.I.P.



VODKA	80 proof ½ GAL.	7.79
GIN	80 proof ½ GAL.	7.79
BOURBON	80 proof ½ GAL.	8.99
WHISKEY	80 proof ½ GAL.	8.59
BOURBON	86 Proof ½ GAL	9.49
Scotch	Brigadoon 80° ½ gal.	9.88
Brandy	Morrow 80° ½ gal.	10.25
Rum	Bacardi 80° ½ gal.	11.60
Bourbon	Old Crow 86° ½ gal.	11.99
Vodka	Wolfschmidt 80° ½ gal.	8.99
Gin	Seagrams 86° ½ gal.	9.99
Wine	Woodbridge gal. Burgundy, Chablis, Vin Rose, Pink Chablis	1.99

GRAPEFRUIT
FLORIDA INDIAN RIVER
Big, jumbo pink variety, loaded with juicy, tart goodness. Eat plenty and still keep a trim waistline; rich in vitamin C.
4 FOR $1

POTATOES
U.S. No. 1
The vegetable powerhouse for a hearty meal.
7 LBS. $1

ORANGES
Super-Sunkist
Large & juicy, the perfect passport for good health.
5 LBS $1

Solid Brussel Sprouts	lb.	39¢
Juicy Lemons	ea.	10¢
Fresh Yellow Onions	lb.	12¢
Sweet Anjou Pears	lb.	29¢
Fresh Green Onions		2/29¢
Fresh Red Radishes		2/29¢
Leafy Mustard Greens		2/39¢
Nippy Swiss Chard		2/39¢
Nutritious Collards		2/39¢

Super Party-Go-Round Cheese Spread

As any hostess knows, dips and spreads with crackers are tempting snacks for parties. The next time you're having friends over, make this fancy Party-Go-Round Cheese Spread. The base is a tasty cheese spread which is prepared the day before. savory toppings go on just before serving. It's not hard to make, but looks pretty and looks as if you made a special effort. Set out with whole wheat Triscuit wafers and Sociables Crackers. Watch your guests dig in and watch it disappear.

PARTY - GO - ROUND CHEESE SPREAD

1 (8 oz.) pkg. cream cheese, softened
1 (8 oz.) Gouda cheese, grated
1 cup dairy sour cream
1/2 teaspoon onion powder
1/2 pint cherry tomatoes, halved
2 hard-cooked eggs, finely chopped
1 (3 oz.) can sliced mushrooms drained
Parsley sprigs
SNACK MATE Pasteurized Process Cheese Spread Cheddar, optional
Triscuit wafers
Sociables crackers

Beat cream cheese until smooth. Blend in next three ingredients. Line bottom of a 9-inch layer cake pan with wax paper. Spread cheese mixture evenly in pan. Cover and refrigerate overnight. Loosen edges with spatula and invert on serving plate. Peel off wax paper. Working from outside edge, make one ring each of tomato halves, cut side down, chopped eggs and mushrooms . . . Arrange parsley sprigs in center. Cover and refrigerate. Just before serving, decorate edge with cheese spread, if desired. Serve with Triscuit wafers and Sociables crackers. Makes 1 9-inch round.

Natural Oat Treat

NATURAL OAT BREAD
(Makes 2 loaves)

4-5 cups flour
2 pkgs. (1/4 oz. each) active dry yeast
1/2 cup wheat germ
1 tablespoon salt
1-1/3 cups regular rolled oats
1-2/3 cups undiluted Carnation Evaporated Milk
3/4 cup water
2 tablespoons honey
1/4 cup butter

Combine 1 cup flour, yeast, wheat germ, salt and oats in large mixing bowl. Combine evaporated milk, water, honey and butter in saucepan. Heat over low heat until very warm 120 - 130 degrees; butter may not melt entirely. Add to dry ingredients. Beat for 2 minutes with electric mixer at medium speed; occasionally scrape sides of bowl.

Add 1/2 cup flour; beat at high speed additional 2 minutes. Gradually add enough flour to make a soft dough; work in with spoon or hands. Turn out onto lightly floured board; knead until smooth and elastic, about 8 to 10 minutes; flour board occasionally. Cover with plastic wrap, then towel. Let rest 20 minutes.

Divide dough in half. Roll each half into 12x9-inch rectangle. Form loaf by rolling; begin at short side, seal dough after each turn. Seal ends; fold under loaf.

Place, seam side down, in greased 9x5x2-3/4 inch loaf pans. Brush loaves with oil. Cover pans loosely with plastic wrap or waxed paper. Refrigerate 2 to 24 hours. When ready to bake, remove from refrigerator. Uncover dough; let stand 10 minutes. Puncture any gas bubbles with greased toothpick. Bake in moderate oven, 375 degrees 40-60 minutes or until bread sounds hollow when lightly tapped. Remove from pans to cooling racks. Cool 10 minutes before slicing. Serve hot or cold.

1 Pc. Fish & Chips
Individual Salad
Soft Drink
Luncheon Special
99¢
11 am to 2 pm

Much more flavor
and it's made in Sacramento
Sacramento Famous California Tomato Juice
the richer, redder tomato juice from the Heart of California
BORDEN
SACRAMENTO FOODS DIVISION OF BORDEN, INC

As-Salaam-Alakium
(Peace be unto you)
When you want your food prepared just right...SHABAZZ FISH & CHIPS will be to your delight!.....The only place in town where you still can have a wholesome & delicious meal for a DOLLAR. Your health is our MAIN CONCERN
SHABAZZ FISH & CHIPS
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AUTHENTIC ENGLISH
TAKE HOME
FISH & CHIPS
4424 Freeport Boulevard
STEVE JANOVICH Manager
PHONE (916) 455-3627

Lucky

Extra Key Buys for Added Savings

"KEY BUYS" ARE EXTRA SAVINGS MADE POSSIBLE BY AN EXCEPTIONAL PURCHASE OR BY A MANUFACTURER'S TEMPORARY PROMOTIONAL ALLOWANCE . . . AND THE SAVINGS ARE PASSED ALONG TO LUCKY CUSTOMERS!

Lucky DISCOUNT SUPERMARKETS
WE DISCOUNT EVERYTHING *Except* QUALITY, COURTESY, SERVICE

REDPACK Tomatoes Stewed or Peeled 16 oz. Can **28¢**

CROWN MARINA Bathroom Tissue Assorted Colors, 2 Ply, 375 Sheet Roll Pkg. of 4 **68¢**

GOSSNER ECONOMY Swiss Cheese Chunk Random Weight . . . . . lb. **1.19**

DEL MONTE Tomato Juice 46 oz. Can **48¢**

DOVE Liquid Detergent 32 oz. Plastic **84¢**

LADY LEE Eggs Grade AA Large Dozen Carton **69¢**

BELL VARIETY Pak Chips . . . . . Pkg. of 16 **75¢**

SWANSON'S Hungryman Meat Pies Chicken, Beef or Turkey 16 oz. Pkg. **69¢**

LA TOLTECA Corn Tortillas Pkg. of 12 . . . . . 14 oz. Pkg. **25¢**

MAKE A SPAGHETTI MEAL FOR LESS.

Ragu Sauces With Meat, With Mushrooms, Plain or Marinara . . . . . 15½ oz. Jar **49¢**

Long Spaghetti HARVEST DAY . . . . . 2 lb. Pkg. **63¢**

Kraft Parmesan Cheese . . . . . 8 oz. Pkg. **1.19**

Lucky

All meat is "BONDED" for quality & flavor

BEEF CHUCK STEAKS . . . . . lb. **89¢**

GROUND BEEF . . . . . lb. **69¢**

Fresh Fryers USDA Grade A Whole Body . . . . . lb. **49¢**
Cut Up . . . . . lb. **57¢**

Sliced Bacon LADY LEE 1 lb. pkg. **1.13**
Thick . . . . . 2 lb. pkg. **2.25**

Corned Beef SHENSON'S Boneless Round . . . . . lb. **1.19**

Beef Chuck Blade Roast (7 Bone Roast lb. 79¢)	lb.	69¢
BEEF Round Steak Full Cut, Bone-In	lb.	1.38
BEEF Rib Steaks	lb.	1.99
BEEF LOIN T-Bone Steaks (BEEF LOIN PORTERHOUSE STEAKS lb. 2.09)	lb.	1.99
BEEF LOIN Top Sirloin Steak Boneless	lb.	2.09
BEEF CHUCK Cross Rib Roast	lb.	1.39
BEEF Rib Roast Large end	lb.	1.39
CHECKERBOARD FARMS Rock Cornish Game Hens USDA Grade A 20 oz. ea.		89¢
PORK LOIN Sirloin Roast 3½ to 4 lb., Finest Eastern	lb.	1.19
ARMOUR STAR Miracure Sliced Bacon (Thick 2 lb. pkg. 2.43) 1 lb. pkg.		1.22
Smoked Ham Fully Cooked, Sugar Cured Shank Half (Butt Portion lb. 1.19)	lb.	1.09
All Veal Steaks Ready to Cook	lb.	1.39
ITALIAN BRAND Breaded Veal Patties	lb.	1.28
PACIFIC COAST & ALASKA Salmon Steaks HARVEST DAY Fresh, Frozen	lb.	2.29
PACIFIC Halibut Steaks HARVEST DAY Fresh, Frozen	lb.	2.09
PACIFIC COAST & ALASKA Fillet of Sole HARVEST DAY Fresh, Frozen	lb.	1.79

ARRID Extra Dry Anti-Perspirant Regular or Powder Scented or Unscented . . . . . 14 oz. Can **1.59**

LAUNDRY AIDS

Irish Spring Soap Bath size 5 oz. bar	37¢
Lady Lee Cleanser 14 oz. can	18¢
Dishwasher Detergent LADY LEE 51 oz. pkg.	1.14
Lux Liquid Detergent 22½ oz. plastic	82¢
Leather & Vinyl Cleaner THE TANNERY 12 oz. can	1.55

WISK LIQUID DETERGENT . . . . . 32 oz. Plastic **1.16**

OTHER ITEMS

DURAFLAME LOGS 3-Hour Case of 6 5.39 . . . . . Log	95¢
Holly Sugar 10 lb. bag	5.09
Brach's Candy Chocolate Covered Window Box - Chocolate Stars, Peanut Clusters 5½ oz., Peanuts, Raisins 6 oz., Malt Balls, Orange Sticks 6½ oz. or Bridge Mix 6½ oz. box	69¢
Playtex Tampons Regular or Super Non-Deodorant pkg. of 30	1.42
Natural Vegetable Spray COOKING EASE Aerosol 9 oz. can	99¢
MRS. GRASS CHICKEN NOODLE SOUP . . . . . 2 oz. Pkg.	16¢
Kraft Miracle Whip 32 oz. jar	1.19
Log Cabin Syrup Maple Blend . . 24 oz. bottle	1.27
Lady Lee Salad Oil gal. plastic	4.99
Lady Lee Shortening 3 lb. can	1.89
Schilling Vanilla Extract 2 oz. bottle	59¢

BREAD-CEREAL-FLOUR

Harvest Day Bread White or Wheat Regular or Sandwich Country Road, 24 oz. loaf 55¢ 16 oz. loaf	35¢
Natural Cereal HEARTLAND 5 Fruit Raisins 16 oz. pkg.	79¢
Golden Grain Macaroni Elbow or Salad 16 oz. pkg.	49¢
Betty Crocker Frostings Ready-to-Spread, Assorted Flavors 16 oz. can	1.06
Layer Cake Mixes BETTY CROCKER 9" Sorted Varieties pkg.	91¢

FRUITS & VEGETABLES

Seneca Grape Juice 24 oz. bottle	1.25
Harvest Day Peas 17 oz. can	33¢
Van Camps Pork & Beans 16 oz. can	32¢
Yellow Cling Peaches HUNT'S Sliced or Halves 15½ oz. can	33¢
Del Monte Fruit Cocktail 17 oz. can	41¢
Cinnamon Applesauce SENECA 16 oz. jar	75¢

DAIRY PRODUCTS

Lady Lee Eggs Grade AA Dozen Carton Extra Large	76¢
Medium	67¢
Imitation Ice Cream MIMIC Assorted Flavors ½ gal. ctn.	92¢
Kraft Cheez Whiz 8 oz. jar	65¢

LIQUOR-WINE

SAVE 10% ON ALL LIQUORS
Buy a Case of 12 - 5ths or Qts. or 6 - ½ Gallons

Hearty Burgundy Wine GALLO 1½ gal.	2.79
Lucky Gin or Vodka 100% Natural Grain Spirits 80 Proof Case price 34.45 or 2.88 per bottle when you buy a case of 12! 5th	3.19
Ten High Straight Bourbon 86 Proof 5th 4.69 Qt.	5.79
Blended Scotch Whisky LUCKY Imported, 80 Proof 5th	4.19
Lucky Rum 80% Proof - Light or Gold 5th	3.69

Available at Stores with In-Store Liquor Departments ONLY.

PRICES EFFECTIVE WEDNESDAY, JANUARY 22nd thru TUESDAY, JANUARY 28, 1975.

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Prices are Discounted and Single Item Priced Except on Fair Traded and Government Controlled Items

FROZEN FOODS

Orange Juice MINUTE MAID 100% Pure (12 oz. can 67¢)(16 oz. can 89¢) 6 oz. can	35¢
Flav-R-Pac Vegetables Cut Corn or Mixed Vegetables 20 oz. pkg.	58¢
Johns Pizza Pie Cheese, Sausage & Cheese 15 oz. or Pepperoni 14 oz. Deep Dish pkg.	88¢
Ore-Ida Potatoes Golden Fries or Golden Crinkles 2 lb. pkg.	77¢
Pancake Batter KWIK-MAKE Buttermilk 16 oz. ctn.	59¢
Chun King Dinners Chicken Chow Mein or Pepper Oriental 13 oz. pkg.	99¢
Turkey Roast CHICKEN-OF-THE-SEA Dark Meat & Giblet Gravy Sliced 28 oz. pkg.	1.96

DELICATESSEN

Farmland Canned Ham 5 lb. can	7.69
Beef Dinner Franks LADY LEE 16 oz. pkg.	79¢
Sliced Cooked Salami LADY LEE (12 oz. pkg. 99¢) 8 oz. pkg.	69¢
Land'O Frost Sliced Meats Beef, Turkey, Corned Beef, Smoked Pastrami, Ham or Chicken 3 oz. pkg.	45¢
Dubuque Canned Ham 3 lb. can	5.69
Sliced Processed Cheese LADY LEE American, Swiss or Pimento 8 oz. pkg.	65¢
Oscar Mayer Bologna Sliced Meat or Beef 8 oz. pkg.	69¢
Luncheon Meat OSCAR MAYER Sliced Round or Square 12 oz. pkg.	1.39

Earthborn Shampoo Green Apple, Apricot or Avocado 12 oz. Plastic **1.39**

Crest Toothpaste Regular or Mint . . . . . 7 oz. Tube **88¢**

Eveready Flashlight Batteries Size C or D. For Use in Toys and Games. Pkg. of 2 **44¢**

Hi-Flo Oil

#30 Non-Detergent . . . Qt.	37¢
#20 Hi-Performance . . Qt.	46¢
#30 Hi-Performance . . Qt.	46¢
Supreme 10W-40 . . . . Qt.	54¢

Flour Sifter Single screen with spring action handle. . . 1 Cup Size. **99¢**

Cookie Pan Bright plated steel. Seamless construction with easy hold handles. Each **79¢**

Stoneware Coffee Mug Eldorado . . . 14 oz. Size **99¢**

Measure Spoon Set Extra long handles with matching wall rack . . . . . Set **49¢**

Potatoes U. S. No. 1 Russet . . . . . 10 lb. Bag **69¢**

Pineapples Dole Brand, Hawaii's finest Each **49¢**

Ruby Grapefruit Arizona Grown . . . . . Each **15¢**

D'Anjou Pears Creamy and Sweet . . . . . lb. **19¢**

Broccoli Fresh and Tender . . . Bunch **39¢**

6431 Fair Oaks Blvd. Carmichael	106601 Folsom Blvd. Rancho Cordova	150 Harrison St. Auburn	2700 Marconi Ave. Sacramento	9105 Kiefer Blvd. Sacramento	5937 Watt Ave. No. Highlands	110 Broadway Placerville	828 'J' St. Marysville	Sunrise Mall Citrus Heights	100 River Rd. Tahoe City	
4794 Manzanita Ave. Carmichael	2501 Fair Oaks Blvd. Sacramento	1900 Anderson St. Davis	5445 Auburn Blvd. Sacramento	12157 Pillsbury Rd. Chico	4315 Arden Way Sacramento	4150 Florin Rd. Sacramento	2211 'F' St. Sacramento	700 Gray Ave. Yuba City	At Tahoe Blvd. at Highway 50 So. Lake Tahoe	
7919 Auburn Blvd. Citrus Hgts.	2441 Northgate Blvd. Sacramento	323 E. Bidwell St. Folsom	5600 Folsom Blvd. Sacramento	La Riveria & Watt Sacramento	4408 Del Rio Rd. Sacramento	6008 - 44th St. Sacramento	4830 'J' St. Sacramento	West & Court Woodland		

CONSUMER RIGHTS

Door-To-Door Sales

In response to the ever present door-to-door salesperson and high pressure tactics, the last few years have seen a special law enacted to allow you to have a "cooling off" period after you sign the contract. During this period, you have an absolute right, with or without reason, to cancel the contract provided certain conditions are met.

It must be a "home solicitation" contract, that is, one signed in your home as opposed to one signed at the salesman's usual place of business. It can be for any goods or services as long as it is for $25 or more (including interest or service charge) as long as the goods are for personal use. Vehicles are specifically excluded.

You have until midnight of the third business day after you sign to cancel. The notice of cancellation is effective at the time when you mail it, not when the company receives it. But be sure that you have properly addressed it. Warning, "business day" for purposes of this law, excludes only Sundays and certain major holidays; Saturdays are "business days."

Your notice of cancellation need only have an ordinary stamp on the envelope; a registered letter is not necessary.

The notice need not be in any special form. It should, however, clearly state that you desire to cancel the contract immediately and that you do not desire the goods or services.

If the contract which the salesperson left with you does not advise you of this right to cancel, then you may cancel even after the three day business days.

(To obtain a copy of the CTLA Consumer Protection Pamphlet, designed to acquaint you with your rights in the law, send a stamped, self-addressed envelope to CTLA, 1020 12th St., Sacramento. Please specify whether you want it in English or Spanish).

Confetti Vegetable Salad

Make a quick vegetable salad that is great with cold cuts and cheese. Confetti Vegetable Salad is mildly flavored with chicken broth. Velvetized evaporated milk stirs in for added nutrition and smoothness. Zucchini, carrots, celery, radishes and onions add color and crunch.

CONFETTI VEGETABLE SALAD
(Makes 6 to 8 servings)

2 envelopes unflavored gelatine
1/2 cup cold water
3/4 cup undiluted chicken broth
1 cup undiluted Carnation Evaporated Milk
1 tablespoon lemon juice
1-2 drops green food coloring
3/4 teaspoon seasoned salt
Few grains white pepper
1/2 cup finely chopped zucchini
1/2 cup finely chopped carrots
1/4 cup finely chopped celery
1/4 cup finely chopped red radishes
1 teaspoon minced green onion

Sprinkle gelatine over water in small saucepan. Place over low heat, stir constantly, until gelatine dissolves. Combine with chicken broth, evaporated milk, lemon juice, food coloring, seasoned salt and pepper in large bowl. Chill in refrigerator until consistency of egg white and stir in zucchini, carrots, celery, radishes and green onion. Pour into 4-cup mold. Refrigerate until set, about 2 hours.

FREE
#1 BURGER
when you buy one
AT
FARRELL'S
ICE CREAM PARLOUR
RESTAURANTS

clip this 2 FOR 1 coupon
GOOD FOR ONE FREE #1 BURGER AT FARRELL'S
WHEN YOU BUY ONE
HOWE AVENUE near Arden Way
SUNRISE MALL
DOWNTOWN PLAZA
This coupon expires February 28, 1975 217B

Good Meal
Good Deal
EVERYDAY
Special!
99¢
2 - PIECES OF CHICKEN
COBBETTE OF CORN
MASHED POTATOES & GRAVY
ROLL
Kentucky Fried Chicken®
3119 BROADWAY

Lucerne, 1st Quality
Grade AA Butter
1-lb. Pkg. **82c**

Chicken Noodle
Campbell's Soup
5 10-oz. Cans **$1**

Nabisco–Saltine
Premium Crackers
16-oz. Pkg. **53c**

Decorator, Paper
Scott Towels
Roll of 140 **53c**

Kraft–Koogle, Flavored
Peanut Spread
12-oz. Jar **59c**

Del Monte–Rich
Tomato Catsup
14-oz. Bottle **35c**

SAE 10/30 or 10/40 Weight
Pennzoil
Motor Oil Quart Can **59c**

White Magic–Liquid
Gallon Bleach
Gallon Jug **58c**

Grade AA Large Eggs
Lucerne (Medium 67c)
Dozen Carton **71c**

Reg. or Hard to Hold
VO-5 Hair Spray
9-oz. Can **99c**

Family Pack, Frozen
Eggo Waffles
11-oz. Pkg. **49c**

Kat Nip–Canned
Cat Food
6 6-oz. Cans **$1**

SAVE MONEY–SHOP SAFEWAY

Asst. Ice Milk
Lucerne
½-Gallon Carton **99c**

- Tomato Sauce Del Monte 15 oz Can 27c
- Tomato Catsup Ranch Style 26 oz Bottle 62c
- Deluxe Dinner Kraft 14 oz Pkg 69c
- Natural Cereal 18 oz Pkg 91c
- Tomato Sauce 29c
- Tomato Ketchup 78c
- Crisco Oil 48 oz Bottle $2.19
- Sharp Cheese Kraft Stack Cracker Barrel 10 oz Pkg $1.27
- Comet Cleanser 14 oz Can 27c

- BBQ Sauce Kraft Regular or Hickory 18 oz Bottle 69c
- Sauce Ragu Spaghetti, Plain, Meat or Mushroom 15 oz Jar 67c
- Snack Pudding Hunts Snack Pack 4 5 oz Cans 75c

SAFEWAY INSTORE BAKERY

Asst. Cookies
Crisp & Crunchy
3 Dozen **99c**

- Cake Donuts 10 99c
- Bran Muffins 6 89c
- Sheepherder Bread 2 99c
- Apricot Pie Lucerne Family Size 32 oz Pie $1.89

(Available only in stores with Bake Shop)

French Toast
Bel-air
11-oz. Pkg. **49c**

- Patio Dinners Beef Enchilada or Combination 11 oz Pkg 67c
- Hawaiian Red Punch 46 oz Can 37c
- Jenos Snack Tray 7.5 oz Pkg 97c
- Pizza Rolls Sausage or Pepperoni 6 oz Pkg 53c
- Banquet Dinners Mini Turkey 11 oz Pkg $1.14
- Dinners Beef Pot Roast, Mexican, Beef Enchilada 11 oz Pkg 69c
- Enchilada Beef De Rango, Beef or Cheese 8 oz Pkg $1.23
- Cheese Food Borden Product Lite Line 5 oz Pkg 85c

- Coffee Maxwell House Reg. or Elec. Perk 1 lb Can $2.19
- Instant Coffee Maxwell House 10 oz Jar $2.05
- Canned Dog Food Ken-L Ration 25c
- Chiffon Towels Super Soft Fresh Colors 59c
- Bath Tissue Marina Soft Cloud 79c
- Diapers Toddlers Daytime Rainbows $2.17
- Diapers Toddlers Overnight Rainbows $1.19
- Diapers Toddlers Daytime Rainbows $2.29
- Dustpan 49c

SUPER SAVER **Ivory Soap**
Personal Size
4 3.5-oz. Bars **55c**

SAFEWAY FINE WINE DEPT.

ASST. DINNER GALLON WINES
Mt. Castle
Gallon Jug **$1.99**

- Gallo Wine $1.99
- Paul Masson $3.75
- Almaden Wine $3.34
- Liefraumilch $1.65
- Barossa Valley $2.69

Sunkist
Navel Oranges
7 lb. Bag **69c**

Save with Safeway Fresh Produce!

- Celery Fresh Stalks 12c
- Leeks Fresh Full Bunches Lb 29c
- Avocados California Grown Each 39c
- Onions Fresh Oregon 3 lb Bag 39c
- Prunes Gardenside Breakfast Pkg $1.27
- Raisins Snack Pack Town House 6 1½ oz Pkgs 59c

- Banana Squash or Mediterranean Thick Meated Lb 10c
- Fresh Lemons Sunkist 140 Size 3 for 29c
- D'Anjou Pears Fancy Quality Lb 29c

USDA CHOICE
Beef
Chuck Roast
Blade Cut
Lb. **66c**

- 7-Bone Roast Beef Chuck 88c
- Round Steak 1.28
- Beef Cube Steak 2.09
- Prem. Gr. Beef 1.35
- Beef Rib Eye Steak 2.39
- Beef Roast Round Tip 1.89
- Fish Sticks Gorton's Brand 3 8 oz Pkgs $1
- Beef Rib Steak 1.88
- Ham Shanks Cook with Beans or Soup 69c
- Half Hams Cook with Beans or Soup 1.98

Cornish
Manor House
Game Hens
18-oz. Nt. Wt.
EACH **89c**

- Sliced Calf Liver 1.49
- Hen Turkeys Soft Basted Safeway Brand 66c
- Beef Roast Boneless Shoulder Cross Rib 1 49
- Regular Ground Beef 69c
- Bnls. Steak Sandwich, Sliced Thin Round-Tip 2.29
- Sliced Beef Liver 98c
- Fryer Wings Foster Farms 59c
- Boneless Turkey 3.79
- Bar-B-Q Franks 1.29
- Gomes Linguisa 1.98

Fresh
Pork Roast
Shoulder Picnic
Lb. **69c**

- Braunschweiger 79c
- Beef Bologna 73c
- Braunschweiger 59c
- Beef Salami 83c
- Fried Chicken 1.99
- Bacon 1.19
- Leo's Beef Jerky 1.98
- Cheese Fishwich 1.09
- Beef Patties 79c
- Sausage 99c

Tide–Laundry Detergent
49-oz. Pkg. **$1.15**

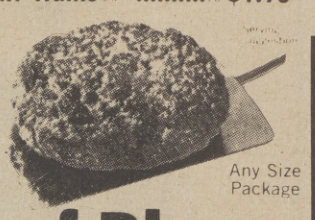
Dish Detergent
Ivory Liquid
22-oz. Bottle **79c**

The Mild Soap
Ivory Snow
32-oz. Pkg. **$1.49**

Detergent
Blue Cheer
49-oz. Pkg. **$1.19**

Gain–Laundry Detergent
49-oz. Pkg. **$1.19**

Dish–Detergent
Cascade
50-oz. Pkg. **$1.39**



Any Size Package
Beef Plus Brand
Reg. T.M.
Beef Patty Mix
Lb. **59c**

Beef
Wieners
or Meat Safeway Brand
12-oz. Pkg. **59c**

Cut-up
Fresh Fryers
Foster Farms (Breasts lb. 98c)
Lb. **63c**

US Gov't Food Stamps Accepted at Safeway

Prices effective today thru Sat., Jan. 25, 1975, in SACRAMENTO

SAFEWAY

Sales In Retail Quantities Only

SACRAMENTO AREA ADDRESSES

- 5th and N
- W. Sacto. on Capitol Ave.
- Del Paso and El Camino
- Fulton and El Camino
- Franklin and Sutterville
- Manzanita and Fair Oaks
- Marysville and Grand Ave.
- Florin Road and 24th
- Walnut and El Camino
- Alhambra and I
- Sunrise and Winding Way, Fair Oaks
- Woodland, 204 Main Street
- Placerville, 1360 Broadway
- Davis, 871 Russel Blvd.
- Davis, 620 N. G. Street
- Roseville Square
- Auburn, 414 Grass Valley Hwy.
- Rocklin, Sunset Whitney
- Pollock Pines, Hwy 50 at Sly Park Rd.

The Sacramento Observer

BUSINESS

SECTION G

ITT LIFE STAFFERS

Shown are members of growing family of agents and employees at McElwee and Associates. Pictured are, left to right, Dave Jones, Judy Stoker, Willie Nesbit, Mardio Cannon and Phil Schotsal, Gary Breckinridge, John McKeever, Tony Rio, Robert McElwee, Perry Summerville, Mike Rios, Walt Van Buskirk, Christine Baker and Howard Penn. Not pictured are, Gonzales Cannon, Irvin Gipson and Marvin Nunn.

ITT Life Relocates

Don Urban, Western States Regional Director for ITT Life Insurance Corp., presents the Top Agency Award to General Agent, Robert McElwee and Regional Sales Director Mardio Cannon, during open house ceremonies highlighting McElwee and Associates move to larger quarters at 1900 Point West Way in Sacramento. McElwee and Associates have grown over the last year from an office of three to over 20 full-time agents and employees. The agency sold $25 million worth of insurance to local clients.

Barnes Named Corporations Head

Governor Edmund G. Brown, Jr., has named Willie R. Barnes as director of the Department of Corporations. Barnes, a resident of Los Angeles, becomes the first Black man to oversee the department's operations.

Barnes received his BA and law degree from the University of California, Los Angeles. He joined the department of corporation in 1960 and has held a number of administrative and executive positions within the department.

Prior to being named director of corporation Barnes served as an Assistant Commissioner of Qualifications and Registration Division.

As an assistant commissioner, he had statewide responsibility for administering the corporate securities law in connection with the qualification of securities for sale.

He also administered the Franchise Investment law and the California Commodity Law in connection with permits for the sales of commodity option contracts.

Barnes is a member of the UCLA Law Alumni Association. During the years 1971-73, he served on the body's board of Directors and in 1972, was elected its Vice-President.

BARNES

The 44-year-old Corporations Commissioner, is a member of the Los Angeles County and California Bar Associations.

Barnes is married and has two children.

Ford States Objective To Help Minorities

WASHINGTON - Minority business enterprise is to get a shot in the arm. And it seems as if President Ford will administer the injection.

In a memorandum to his 11 cabinet members dated December 11, Ford wrote: "I want to stress that an important objective of my administration will be assistance to disadvantaged minorities to further allow their participation in the economic benefits of the private enterprise system."

"Too little attention has been given to this objective in certain sectors of the Federal Government," President Ford states in the memorandum. "I am, therefore seeking improvements in the Government's minority business development program."

The President asked his cabinet members to "undertake a re-examination of" each Federal agency's commitment to assisting the creation of successful minority businesses and of the effectiveness' of their program.

"Please submit a report of your findings to me by January 31, 1975," he wrote.

President Ford's memorandum followed by one day a report on Black minority owned businesses, released by the Bureau of the Census.

That report recorded a dramatic increase in Black-owned businesses during a three-year period that ended in 1972. The report showed that there were 32,000 or 19 per cent more Black businesses in operation in the U.S. in 1972 than in 1969, and that gross receipts from 195,000 black-owned firms in 1972, totalled $7.2 billion compared to $4.5 billion from an estimated 163,000 Black-owned businesses in 1969.

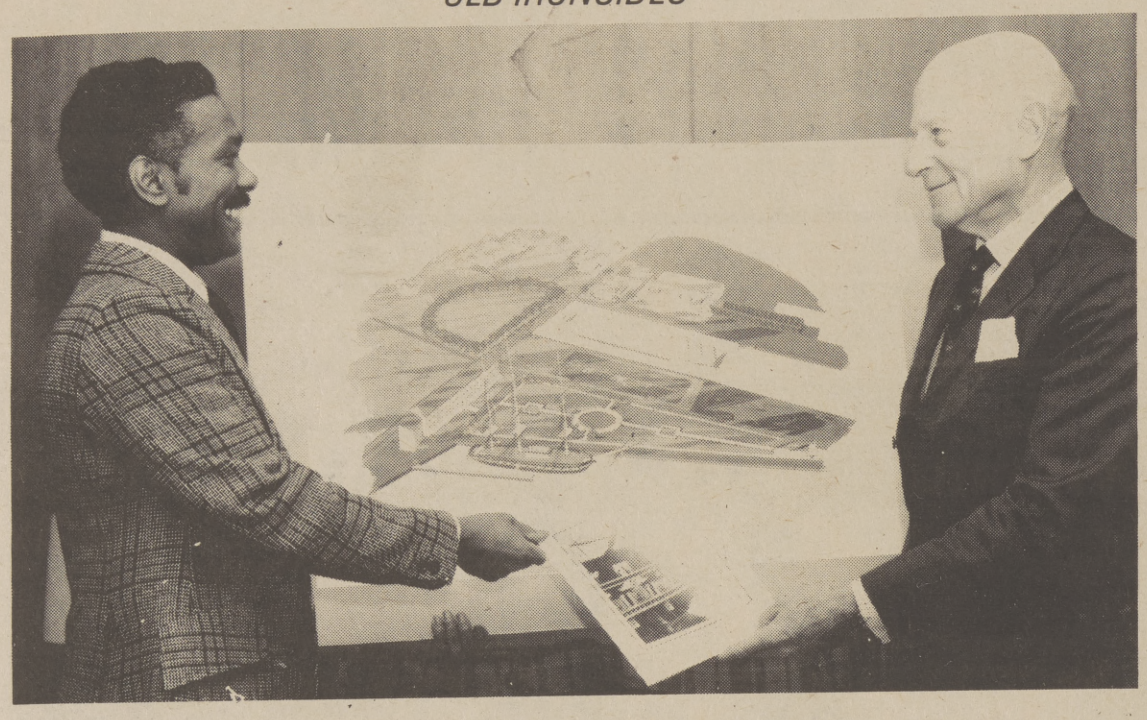
Acknowledging that the Office of Minority Business Enterprise in the Commerce Department and the Small Business Administration have had "primary responsibility for minority business programs," the President wrote that "their success to date in these efforts has been due in large measure to the support of other Federal agencies."

During this difficult economic period, he said, "many minority businesses are particularly vulnerable. They need every help the Government can reasonably provide.

"It is especially important, therefore, that your agency look for every appropriate opportunity for minority businesses to participate in Government programs as contractors, subcontractors, bankers, etc., and that management, technical and financial assistance be provided whenever feasible."

Congressman Parren J. Mitcheell (D-Md), seconded the President's concern with the vulnerability of Black firms. He said the Commerce report "should not be taken for granted without careful analysis" since it failed to note that "the vast majority of businesses started by minorities are small scale, operating in service areas. . . and these are the areas most vulnerable in this time of economic recession, depression, and inflation."

'OLD IRONSIDES'



Artist John H. Gray, left, presents original rendering of proposed Boston Navy Yard Historic Site encompassing the former Boston Naval Shipyard, "Old Ironsides," and the new USS Constitution Museum, to Charles F. Adams, chairman of the board of Raytheon Company. Adams is general chairman of a $1.75-million fund drive to create the new museum to house artifacts and educational materials associated with "Old Ironsides" and the War of 1812. Gray's painting is reproduced in the Museum Foundation's brochure. A graduate of Boston's Museum School of Fine Arts, he is an artist-illustrator at Raytheon Company's Bedford, Mass., Laboratories, where he has worked for the past 16 years.

Graves Recieves Top award

NEW YORK - Earl G. Graves editor and publisher of Black Enterprise Magazine, was presented with the "Outstanding Citizen of the Year Award," by Omega Psi Phi Fraternity at the Del Webb Townehouse in Phoenix, Arizona.

Graves is recognized nationally as a leading authority on Black business development and is listed in both Time Magazine as one of the 200 future leaders of the country, and in Who's Who in America.

Today, he heads more than five corporations which include Earl G. Graves, Ltd., the Earl G. Graves Publishing Company, Inc., which publishes Black Enterprise Magazine, the foremost journalistic chronicler and and spokesman of the Black Economic Interest in the United States, the Earl G. Graves Marketing & Research, Inc., and the Earl G. Graves Development Company, Inc.

As it completes its fifth year, Black Enterprise is something of an anomaly in magazine publishing. It has been profitable since its first issue and yearly advertising sales (currently over $2 million) are constantly increasing. Black Enterprise has a controlled circulation of 160,000 with an estimated 550,-000 pass-along readership. It is carried on board all major airlines.

Upon presentation of the award, Mr. Graves spoke about the need for better relationship among people across the country and the world . . . "The key to this is through love, compassion and a better understanding of our fellowman," said Graves.

Omega Psi Phi, one of the country's oldest and most prestigious organizations founded in 1911 whose purpose has been to bring about a union of college graduates with high ideals for scholarship and manhood. To promote and execute programs relative to employment, housing, public accommodations and political action.

Graves expressed his gradi-tude for being selected as "Citi-zen of the Year."

Transportation Gets Toll-Free Number

State Transportation Director Howard C. Ullrich today announced the establishment of a special toll-free telephone number which will allow all Californians to seek assistance or information from the department.

"The legislature has authorized the toll-free program, and we think it is another important step toward making the department easily accessible to the people for whom we provide service," Ullrich said.

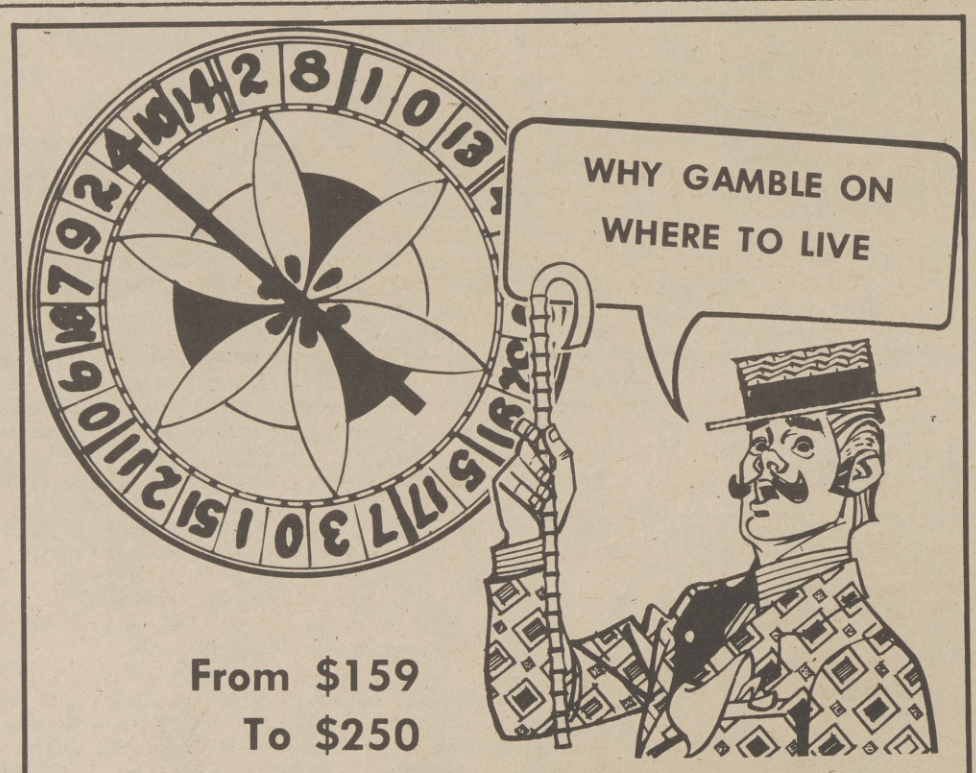
The toll-free number, 800-952-5276, will reach special operators in Sacramento who will take information from callers. The information will be directed to appropriate district transportation offices around the state for response either by telephone or letter. Lines will be open Monday through Friday from 8 a.m., to 5 p.m.

The California Department of Transportation (CALTRANS) is the state agency responsible for statewide transportation planning, aeronautics, mass transportation and highway functions.

CALTRANS is in the process of working with local agencies to develop the California Transportation Plan, which will guide the state in the development of all future transportation.

"This will require active citizens participation to ensure their needs will be met in developing tomorrow's transportation and the toll-free line should further encourage participation," Ullrich said.

The department has 11 field offices throughout the state, but the "800" number is primarily for those who are unable to reach the nearest district office without a toll charge.



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Ignitions Can Cause 44% Of Car Ills

Over 44% of this winter's car problems will be caused by failures in the automobile's ignition system, predicts an expert.

The heart of any car's electrical circuity is the battery. Even in top condition, its job becomes progressively harder as the temperature drops, according to Robert Smith, a Auto Club's Emergency Road Service manager.

"The major reason that most cars fail to start in winter, is battery failure," he said.

On a zero - degree winter morning, the average battery is capable of delivering only 61% of its power, yet is called upon to start an engine that offers almost 2-1/2 times more resistance than in summer.

Smith urges motorists to have cars completely winterized and tuned now, before zero weather strikes.

"We have more service calls on the first day the temperature drops to zero than any other day of the year," Smith says. "At below-zero temperatures, a weak battery usually fails and poorly tuned cars add to battery strain.

"Therefore, be sure the battery is able to carry a full charge, and is free of cracks and corrosion," Smith points out. "Battery cables also should be clean and tight."

Other key parts of the car's ignition system should also be given attention, such as points, which open and close an average of 100 million times every thousand miles. If they are old and worn, they can't deliver peak power to each spark plug, especially during cold weather.

Spark plugs should be cleaned or replaced if worn. A corroded plug puts added strain on a battery since it needs more electricity to function than a new, clean plug.

An alternator and voltage regulator check also can prevent mid - winter electrical problems.

Winterizing should include a thorough inspection of the cooling system, which ought to contain the proper amount of antifreeze to prevent freeze-ups. Hoses, radiator and pressure caps also should be checked, as well as the thermostat. The wrong type thermostat for winter operation could result in excess engine wear and improper heater operation.

To aid winter starting, the engine's oil should be changed to multi-weight 10W-30. This thin oil will ease the cranking resistance of the motor's moving parts on cold mornings.

Tires are another important factor in winter preparation and should be carefully checked for adequate tread depth.

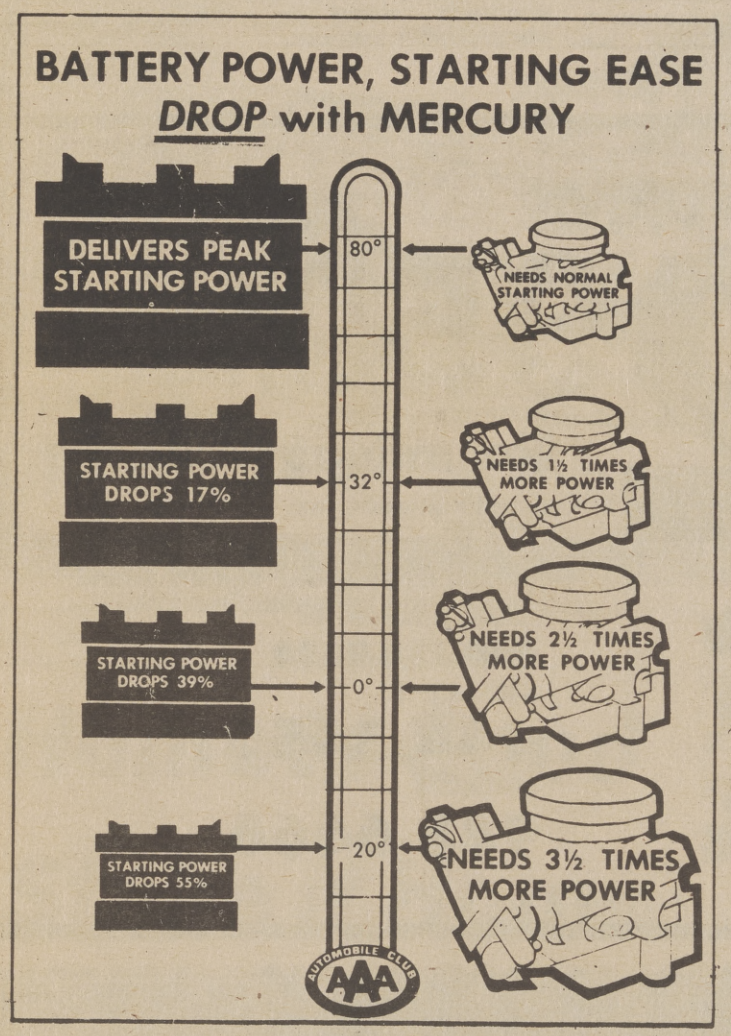
Skids on icy pavement can be reduced if car brakes are adjusted so the automobile stops without pulling to one side.

Worn and poorly working windshield wiper blades cut winter visibility and should be replaced. Water in the windshield washer reserve bottle should be replaced with a winter solvent to prevent freezing and insure washer operation.

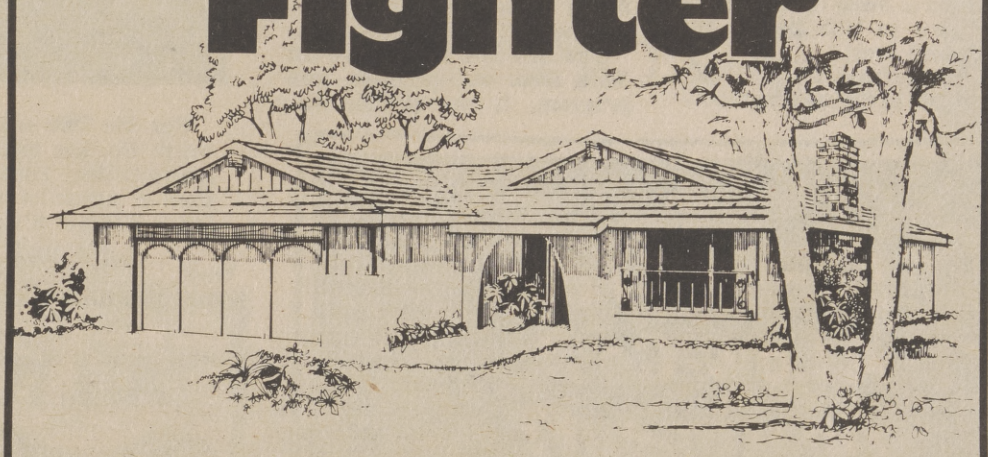
The following winterizing checks also should be made:

- Headlights properly aimed, taillights and turn signals working.
- Exhaust system free of leaks.
- Heater and defroster working properly.
- Engine belts adjusted or replaced if necessary.

Although air conditioners are not used in cold months, they should be operated for at least 5 minutes once a week to permit lubrication and prevent vital parts from dying out.



The Inflation Fighter



As a potential home buyer, you are faced with problems such as high interest, high down payments, and high taxes. Now there is a home builder who can solve your problems. M. J. Brock & Sons, Inc. has been solving problems for home buyers in the Sacramento area for over 20 years - and they have built more than 8300 problem solving quality Larchmont Homes.

And now, in light of our National inflation crisis, M. J. Brock & Sons, Inc. is offering a Larchmont Laurelwood home value that is truly an Inflation Fighter. For a total sales price of **less than** $29,000 and at an interest rate of 7 3 4% (8 1 4% Annual Percentage Rate) you can buy this **complete** home with the following list of deluxe features:

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Accident s Probed

Forty of California's top business and community leaders met this week at San Francisco's Bank of America World Headquarters to approve plans for extensive involvement of the private sector in coping with California's highway traffic accident problems.

The occasion marked the annual meeting of the Board of Directors and election of officers of the California Traffic Safety Foundation, a non-profit, non-political citizens' organization incorporated in 1956.

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Call or stop by for free estimates. Tony is open 8:00 a.m. to 6:00 p.m., Sunday through Friday, at 630 12th Street, corner of G Street. If you don't have time, call 441-0965, or see Ray, Doc, Mio, John and 'BIG' TONY.

GI's Who Paid Mortgages

May Be Eligible For Loans

Millions of veterans whose GI home loans have been paid in full, are potentially eligible for new loans guaranteed by the Veterans Administration.

Legislation approved by President Ford on Dec. 31, 1974, will make new loans possible for some 4-1/2 million veterans who now have loans outstanding after their current GI loan is paid off and the home purchased with it has been sold.

The broadened eligibility rules apply to all veterans who have served since the beginning of World War II.

The recent legislation follows a trend of relaxing eligibility for the VA guaranteed loans set by Congress over the past decade and the changes reflect the continued good credit record set by veteran borrowers.

Other provisions of the law designed to make GI loans more attractive to both lenders and borrowers are:

* An increase from $12,500 to $17,500 in the maximum portion of a GI loan which VA can guarantee. There is no limit on the amount of the loan to which the VA guarantee applies.

* A provision for loans to purchase lots on which to place mobile home units already owned by veterans.

* An increase in the maximum permissible loan amount for a single width mobile home unit to $12,500 and double width to $20,000.

* Removal of the July 1, 1975 delimiting date for guaranteeing loans on mobile homes and mobile home lots.

* Liberalizing rules for guaranteeing loans on used mobile homes.

* Streamlining processing of loan approvals through VA approved lenders.

* Broadened possibilities on guaranteeing loans on one-family condominiums by removing link to HUD insurance.

The new law also closed out VA's farm and business loan program, it was pointed out.

For the 29th consecutive year, the F. W. Woolworth Co. has made a contribution to the United Negro College Fund, which supports over 40 institutions of higher learning in the country. In ceremonies at Woolworth's executive office, David E. Chenault, left, vice president for personnel, presents a $5,500 check to Christopher Edley, executive director of UNCF, in the presence of Aubrey C. Lewis, Woolworth assistant vice president for corporate administrative services.

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4930 Alcott Drive	3	1	150	192	16,950
8030 Andora Way	3	1	100	136	11,900
135 Arcade Blvd.	3	2	-	160	14,500
56 Cathcart Avenue	3	2	-	138	12,900
51 Fairbanks Avenue	3	1	150	160	13,150
3842 Kern Street	2	1	Cash Only		4,900
132 Lindley Drive	4	2	100	199	18,400
6600 75th Street	3	1	-	146	12,400
STOCKTON					
402 E. Bianchi #2	2	1	-	155	12,900
4413 LaCresta Way #3	2	1	-	154	12,900
4431 LaCresta Way #2	2	1	-	155	12,900
2736 Munford Road	2	1	-	148	14,400

January 20, 1975

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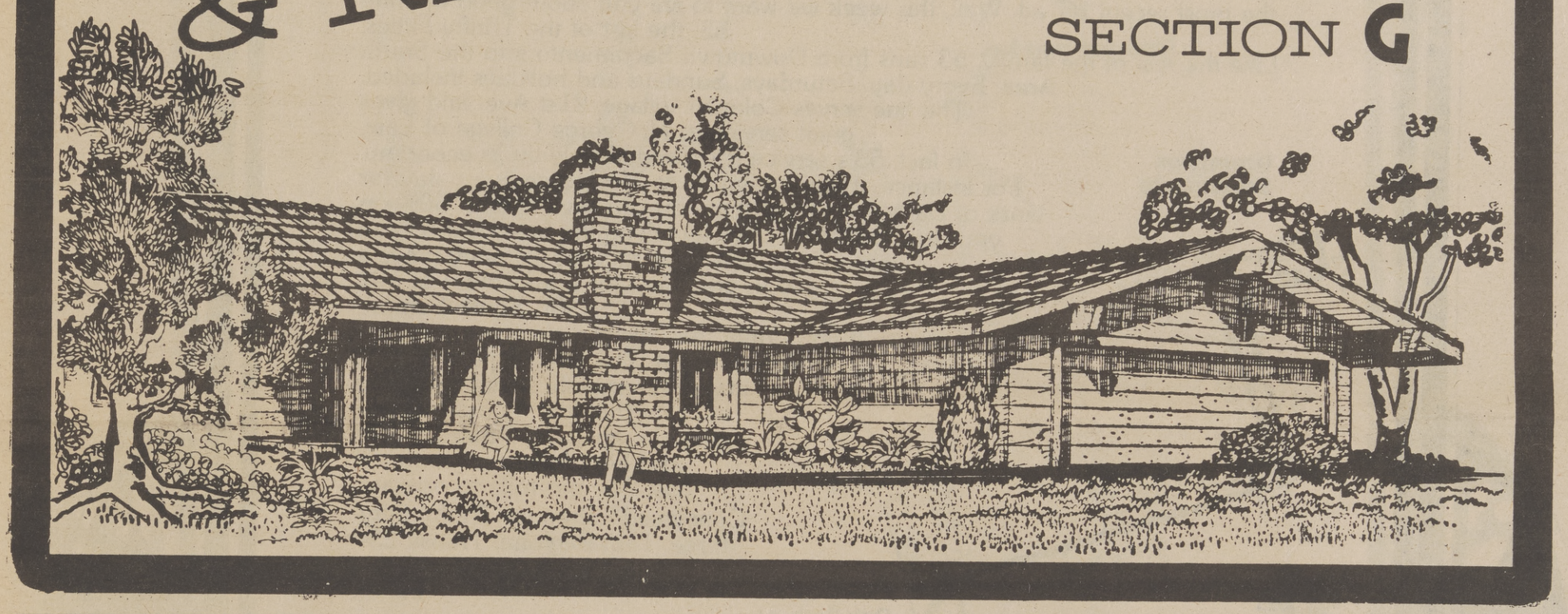
The Sacramento Observer

HOUSING & REAL ESTATE

SECTION G



Home Is Good Stake If Home Is Insured

Buying a home is a sound investment in the future. But while you contemplate what your home is worth today compared to five years ago, or what it will be worth five years from now, consider also whether you have enough insurance coverage on it to replace it if the need arises.

It might be wise to review your insurance policy with each new year.

According to the Insurance Information Institute, many homeowners now have inadequate protection. An analysis of fire losses in one state showed that only one homeowner in three carried enough insurance to cover even half of the replacement value of his home.

Insurance people recommend that homeowners maintain "insurance to value" on their homes.

This means that insurance coverage should equal the fair market value of the home, excluding the non-combustible foundation and the lot. The face amount on the policy is the maximum amount which would be paid if the home is destroyed.

Unless insurance coverage has been increased regularly over the years of ownership, the average homeowner in Sacramento will probably be underinsured in the event of total loss. Inflation has caused home values to soar in recent years. Building materials and labor costs have risen dramatically.

Perhaps a recent addition or other home improvement project has increased the value of the property. This should be checked out with your insurance agent.

BLACK FOREIGN SERVICE OFFICER

St. Thomas, U.S.V.I., has supplied the U.S. with its highest-ranking Black Foreign Service officer. Terence Todman is shown on a terrace of Frenchman's Reef Hotel, St. Thomas, with Robert W. Hardy, right, the hotel manager. Todman was promoted to the rank of career minister, one of 8 such envoys to reach that level this year and the first Black in Foreign Service history to do so. Todman, who as been ambassador to Guinea for 2 years, has been visiting at St. Thomas with friends and relatives.

RT's THRIFTY FIFTY-THREE

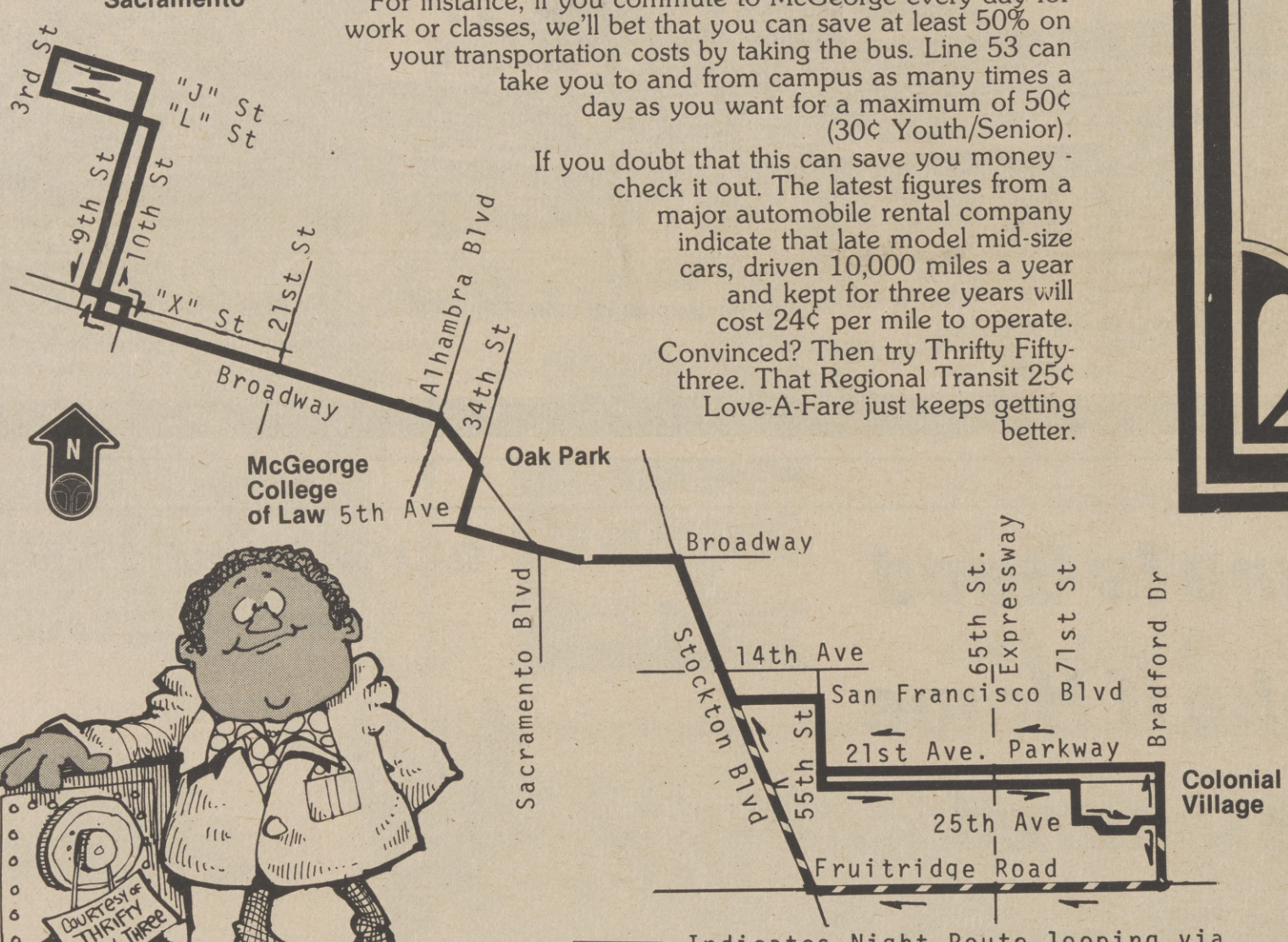
Remember the 50's? We mean RT's 50's family of lines that we wrote about in the most recent RT ad. Well, this week we want to tell you about good ol' Line 53, the last of the Thrifty Fifties.

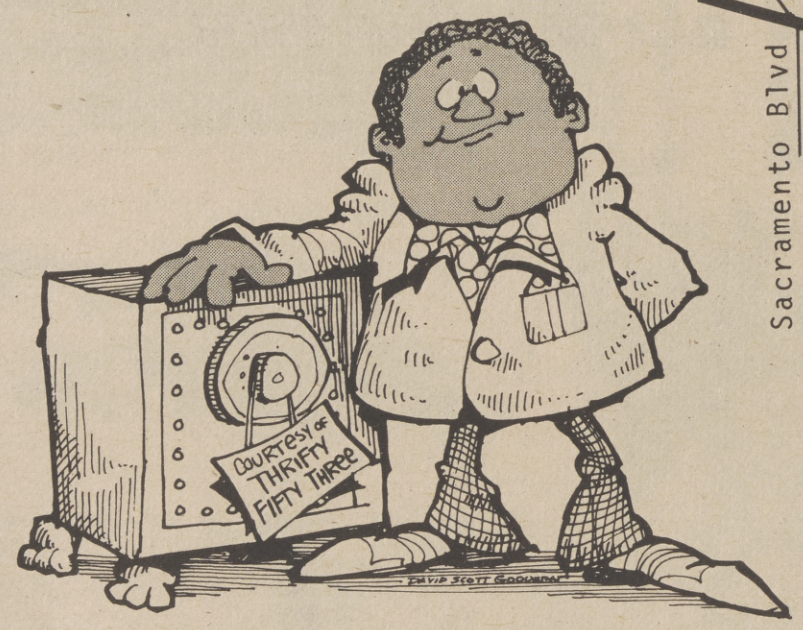
Like the rest of the family, 53 runs from Downtown Sacramento into the South Area. Every day, Saturdays, Sundays and holidays included. The line serves Colonial Village, 21st Ave. and gives great service to McGeorge College of Law.

In fact, 53's service is exceeded only by its economy. For instance, if you commute to McGeorge every day for work or classes, we'll bet that you can save at least 50% on your transportation costs by taking the bus. Line 53 can take you to and from campus as many times a day as you want for a maximum of 50¢ (30¢ Youth/Senior).

If you doubt that this can save you money - check it out. The latest figures from a major automobile rental company indicate that late model mid-size cars, driven 10,000 miles a year and kept for three years will cost 24¢ per mile to operate.

Convinced? Then try Thrifty Fifty-three. That Regional Transit 25¢ Love-A-Fare just keeps getting better.





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RT's THRIFTY FIFTY-THREE

Bus Line 53 Colonial Village, 21st Ave., McGeorge College of Law, Oak Park, Downtown Sacramento, South Area.

From Colonial Village to Sacramento

Monday thru Friday

COLONIAL VILLAGE 21st Ave. & Bradford Dr.	Stockton Blvd & San Francisco Blvd	Broadway & Alhambra Blvd	Broadway & River Side Blvd Approx.	DOWNTOWN SACRAMENTO 4th & "L" Sts. Approx.
Lv	Lv	Lv	Ar	Ar
AM	AM	AM	AM	AM
525	532	540	546	555@
555	602	610	616	625@
625	632	640	646	655@
643	650	659	706	715
653	703	713	720	732
716	726	736	743	755
737	747	757	804	816
815	824	833	839	852
849	858	907	913	925
930	938	947	953	1005
1019	1028	1037	1043	1055
1104	1113	1122	1128	1140
1149	1158	PM	PM	PM
PM	PM	1207	1213	1225
1234	1243	1252	1258	110
119	128	137	143	155
204	213	222	228	240
249	258	307	313	325
334	343	352	400	412
415	424	433	441	453
459	508	517	522	532
540	547	555	602	612
705	712	720	725	735
815	822	830	835	845
915	922	930	935	945
1119B	1129B	1134B	1140B	...
AM	AM	AM	AM	AM
139B	...	...	...	...

Saturdays Sundays & Holidays

AM	AM	AM	AM	AM
725	734	743	749	800
824	832	841	847	858
918	926	935	941	952

And every hour until

PM	PM	PM	PM	PM
518	526	535	541	552
615	622	630	635	645
715	722	730	735	745
815	822	830	835	845
915	922	930	935	945
1119B	1129B	1135B	1140B	...

@-From 5th & "L" Sts. via 5th St., 6th St., "I" St., 3rd St., "J" St. to 4th St.

B-From 25th Ave. & Bradford Dr., via Bradford Dr., Fruitridge Road to Stockton Blvd., leaves Stockton & Fruitridge 1127pm, then via Stockton Blvd. Broadway, 10th St. to "J" St. Trip leaving 4th & "J" Sts. at 110am arrives Stockton & Fruitridge 146am, then operates via Stockton Blvd, Broadway to Alhambra Blvd. only.

After 700pm, service is operated on Broadway between 5th Ave. & 34th St. to and From Florin Center and Sacramento.

FOR ADDITIONAL SERVICE BETWEEN FLORIN CENTER AND STOCKTON & FRUITRIDGE AND SACRAMENTO, SEE LINE 51-54-55 TIMETABLES, BETWEEN STOCKTON & SAN FRANCISCO AND SACRAMENTO, SEE LINE 53 TIMETABLE

From Sacramento to Colonal Village

Monday thru Friday

DOWNTOWN SACRAMENTO 4th & "J" Sts.	9th & "L" Sts.	Broadway & River Side Blvd	Broadway & Alhambra Blvd	Stockton Blvd & San Francisco Blvd	COLONIAL VILLAGE Bradford Dr. & 21st Ave. Approx.
Lv	Lv	Lv	Lv	Lv	Ar
AM	AM	AM	AM	AM	AM
555	600	605	611	617	624
700	705	710	716	723	731
740	745	750	756	803	811
810	815	820	826	833	841
852	857	902	908	915	923
932	938	944	951	959	1007
1017	1023	1029	1036	1044	1052
1102	1108	1114	1121	1129	1137
1147	1153	1159	PM	PM	PM
PM	PM	PM	1206	1214	1222
1232	1238	1244	1251	1259	107
117	123	129	136	144	152
202	208	214	221	229	237
247	253	259	306	314	322
332	338	345	352	357	405
412	418	426	432	440	448
430	436	445	452	502	510
455	502	511	519	526	535

Monday thru Friday

DOWNTOWN SACRAMENTO 4th & "J" Sts.	9th & "L" Sts.	Broadway & River Side Blvd	Broadway & Alhambra Blvd	Stockton Blvd & San Francisco Blvd	COLONIAL VILLAGE Bradford Dr. & 21st Ave. Approx.
Lv	Lv	Lv	Lv	Lv	Ar
PM	PM	PM	PM	PM	PM
507	513	522	530	537	547
522	527	534	540	547	556
545	550	556	603	609	618
625	630	635	641	647	656
745	750	755	801	808	815
845	850	855	901	908	915
1050B	1055B	1100B	1106B	1112B	1119B
AM	AM	AM	AM	AM	AM
110B	115B	120B	126B	132B	139B

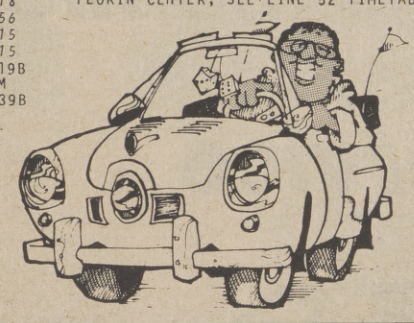
Saturdays Sundays & Holidays

AM	AM	AM	AM	AM	AM
735	741	747	754	802	810
835	841	847	854	902	910
940	946	952	959	1007	1015

And every hour until

PM	PM	PM	PM	PM	PM
540	546	552	559	607	615
645	650	655	701	708	715
745	750	755	801	808	815
845	850	855	901	908	915
1050B	1055B	1100B	1106B	1112B	1119B

FOR ADDITIONAL SERVICE BETWEEN SACRAMENTO AND STOCKTON & SAN FRANCISCO, SEE LINES 51-54-55, 53 TIMETABLES, BETWEEN SACRAMENTO AND STOCKTON & FRUITRIDGE AND FLORIN CENTER, SEE LINE 52 TIMETABLE



RT...the inflation fighter's friend

Ride the Bus

REGIONAL TRANSIT

..the 25¢ Love-A-Fare

444-BUSS

Career Planning Means Trades Woman

Women who are interested in construction, a new career or automobile maintenance are the subject of three courses offered by Cosumnes River College this spring term.

"Women in Construction," is an introductory course covering both theory and methodology of the construction industry. The non-credit evening course will run 15 weeks on Wednesdays from 7:00 p.m. to 9:00 p.m., starting February 6.

Where do you begin when looking for a new job? "Career Planning For Women," is designed to aid women either looking for a job or interested in further education or training. The three - week course will begin Saturday, March 1, 1975, from 9:00 am., to 1:00 p.m. The community services class is non-credit and has a registration fee of $15.

The mystery of automobile repairs will be uncovered in "Familiarization with Autos -- Part I, For Women Only." The Wednesday evening class (6:15 p.m., to 9:05 p.m.), will include a study of the automobile engine, chassis and accessories.

PEOPLE'S LOBBY FOUNDER

Ed and Joyce Koupal, founded People's Lobby to guard the interest of ordinary citizens victimized by large corporations and questionable politicains. According to Koupal, Standard Oil of California does not appreciate their concerns. Following People's Lobby's successful efforts to ban Standard's F-310 from commercial advertisement, Koupal says the oil company hired private investigators to have his family looked over. The Koupals filed suit this week asking for $63,000,000 in damages alledging that Standard Oil and their private investigators violated their "right to privacy." Shown are, Ed and Joyce Koupal, and their children, Cecil, Diane, and Christine.

Caulking Shot Saves Heat

An hour or less spent with a caulking "gun" loaded with the right "cartridge" is a good way to shoot a sizeable hole in your fuel bill, and it costs pennies in relation to the dollars you can save.

Even if you have insulated your home and installed storm sash -- there are still dozens of points from foundation to ridge-pole where you can stop heat leaks with the proper caulking material.

According to caulk specialist Red Devil Inc., these are some of the prime targets in the hunt for heat leaks:

. The areas where roof and gutter meet (use a butyl-rubber seal that will adhere to both metal and roofing materials)

. Around the edges of metal storm windows (use a butyl-rubber compound)

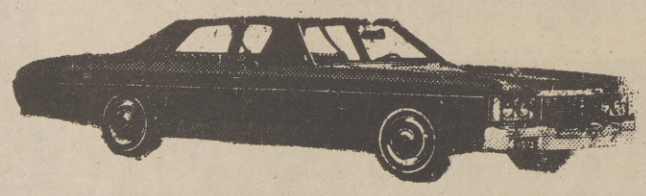
. Around exterior window and door frames, where siding meets the fram (use butyl-, acrylic, or latex caulk)

. Foundation joints, and joints in brik or stone walls (use a caulking compound especially formulated for use on masonry)

. Loose shingles that lift during heavy winds (use a caulking compound especially formulated for asphalt products).

Carter Brothers
Auto Collision Service
3940 Franklin Blvd.
Sacramento, CA 95820
(916) 451-6212
Complete Auto Repairs

DOMESTIC ESTIMATES FOREIGN
16TH ST. BODY & PAINT SHOP
614 16TH ST.
SACRAMENTO, CA. 95814
PHONE
443-7576
LeROY GREEN

Jerry's Mobile Service

Complete Car Service
24th And Florin Rd. 392-0150

Joe Cooper Realty
HOMES, INCOME AND COMMERICAL PROPERTY
2210 K STREET, SUITE 'E', SACRAMENTO, CA 916/441-5300

BILL DOWNS
Salesman
HOUSE OF THE WEEK, 6812 Steiner Drive, Large 3 Bedrooms, 2 baths, Family Room, Central Heat many extras. Listed for $29,500.00 Low Down FHA No Down Vets. Call Bill Downs for more details: 441-5300 or 456-8124.
REAL ESTATE SALESMEN WANTED, 2 Licensed Real Estate Salespersons with some experience. Plenty of leads and contacts are available. Call Joe Cooper 441-5300, 2210 K Street.
Call today for the real estate of your choice
441-5300 Bus. JOE COOPER 456-8124 Res.

Labor Officials Get Aztec Awards

LOS ANGELES - Two officials of the U.S. Department of Labor have received the Golden Aztec Award of the Mexican American Opportunity Foundation in recognition of their "significant contribution toward the development of better opportunities for Mexican Americans."

They are:

- George W. Smith, regional director of the Labor Department's regional headquarters in San Francisco, and

- Frank W. Terry, head of the Labor Department's information office here, who is Black.

The Golden Aztec Award is presented annually by MAOF to salute those "who are providing the vital strength, support and leadership which have opened doors leading to a rewarding future for many of our people through the vehicle of MAOF."

Dionicio Morales, founder and executive director of MAOF, presented the awards.

He was joined by Bernard E. DeLury, assistant secretary of labor for employment standards, who priased the efforts and accomplishments of MAOF through programs funded by the Labor Department.

Terry, 56, was recently nominated interim chairman of the Los Angeles Federal Executive federal activities in this area.

Frank W. Terry, right, displays the Golden Aztec Award presented by Dionicio Morales, founder and executive director of the Mexican American Opportunity Foundation in Los Angeles.

He joined the Labor Department's information office here in 1972 after serving in various public relations positions in private industry. He was an officer in the Army during World War II.

Terry is or has been a member of various civic and government organizations, including the National Association for the Advancement of Colored People, Urban League, Boy Scouts, the Governor's and the Mayor's Committee on Employment of the Handicapped, Federation of Black Arts and History, Inc., Brotherhood Crusade, College-Federal Council of Southern California and Los Angeles Library Association.

He is the recipient of numerous community and federal honors, including the Labor Department's Meritorious Achievement Award. He and his wife, Val, reside in Los Angeles.

Smith, who has been regional director of the Labor Department's headquarters in San Francisco since July 1973, was a business representative for Local 18 of the International Brotherhood of Elecrical Workers, AFL-CIO, Los Angeles, from 1946 to 1961. He was the union's business manager - financial secretary from 1961 to 1970.

Smith became deputy director of the California State Department of Industrial Relations in March 1970, and served as interim director during part of 1971. He was a member of the California State Advisory Committee on Occupational Safety and Health and is a former member of the California Apprenticeship Council.

Official Notice To Real Estate BROKERS

EQUAL HOUSING OPPORTUNITY

HUD HOMES FOR SALE — ALL CASH AS-IS
WITHOUT WARRANTY OR FHA IN RANCE

OWNER OCCUPANTS
NO. 235

ADDRESS	PRICE	CODE	BDRMS.	BATHS	APPROX. TAXES
SACRAMENTO					
229 Arcade Blvd.	10,000	Cash Only	3	1	$434
267 Christine Drive	16,000	Cash Only	3	1-1/2	514
1570 Glidden Street	16,000	Cash Only	4	2	530
2135 Vollan Way	16,000	Cash Only	3	1	500
3729 Mahogany Street	9,500	Cash Only	2	1	436
3916 17th Avenue	20,000	Cash Only	3	2	560
4435 77th Street	12,000	Cash Only	2	1	160
7464 Winkley Way	19,000	Cash Only	4	2	-
RANCHO CORDOVA					
2392 Coolidge Way	22,000	Cash Only	4	2	636
CITRUS HEIGHTS					
6850 Treelark Way	17,000	Cash Only	3	1	359
7024 Van Maren Lane	20,500	Cash Only	3	2	536
7229 Camelrock Way	20,000	Cash Only	3	2	567
RIO LINDA					
6006 Buckboard Drive	18,500	Cash Only	4	2	634
7229 Elder Street	18,500	Cash Only	4	2	634
MARYSVILLE					
912 Huston Street	14,000	Cash Only	3	1	-
YUBA CITY					
The following are condominiums and are subject to all association dues and assessments					
1189 Casita Drive #2	14,000	Cash Only	2	1	399
1198 Casita Drive #3	14,000	Cash Only	2	1-1/2	399

TO THE PUBLIC
SEE ANY REAL ESTATE AGENT FOR INFORMATION REGARDING THESE PROPERTIES

EQUAL HOUSING OPPORTUNITY

Official Notice To Real Estate BROKERS

EQUAL HOUSING OPPORTUNITY

OFFICIAL LISTING DATE: JANUARY 23, 1975
10 DAY EXPIRATION: 4:30 PM
MONDAY, February 3, 1975
SALE DATE: 11:00 AM,
TUESDAY, February 4, 1975

For specific instructions refer to Broker Letters 74-5 and 74-6 which have been mailed to all brokers on our mailing roster. Extra copies are available at the Insuring Office. Brokers are invited to submit BIDS to the Insuring Office prior to the expiration period in a SEALED ENVELOPE WITH THE PROPERTY ADDRESS AND BID OPENING DATE printed on the front. Do not put the purchaser's name on the envelope. Bids will remain sealed until the sale, at which time they will be publicly opened. In all sales, the highest bid above the MINIMUM OFFERING PRICE will be accepted, providing all conditions are met. The bid must be stated in $50 increments only. Only the winning bidder, upon notification by HUD, will be required to submit a deposit.

HUD HOMES FOR SALE
REPAIRED WITH WARRANTY AND INSURANCE AVAILABLE

OWNER-OCCUPANTS ONLY

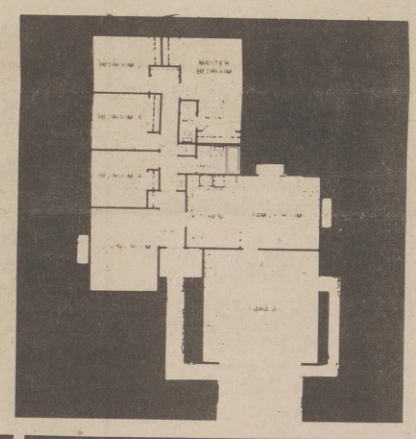
SACRAMENTO					
7281 Jerry Way	21,000	F1	3	1	$460
7363 21st Street	21,000	F1	3	2	479
ORANGEVALE					
6743 Aurelius	21,000	F1	3	1	394

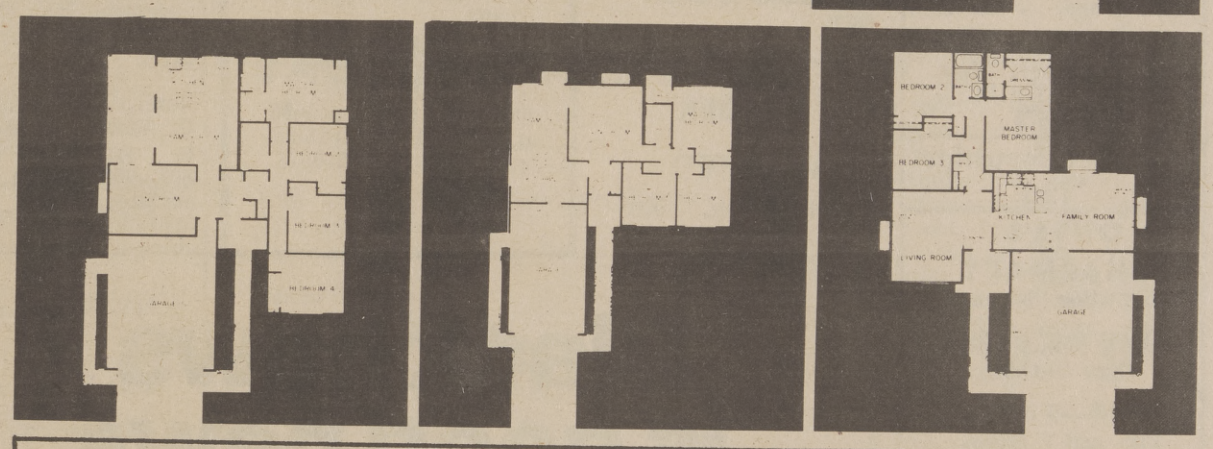
SPECIAL NOTICE TO BROKERS: As of this listing, potential owner-occupants may submit offers on more than one property if they so desire. The first successful bid submitted by a prospective purchaser who has submitted more than one bid will be accepted and all others submitted by him will be rejected.

TO THE PUBLIC
SEE ANY REAL ESTATE AGENT FOR INFORMATION REGARDING THESE PROPERTIES

EQUAL HOUSING OPPORTUNITY

Do we have Plans for you...





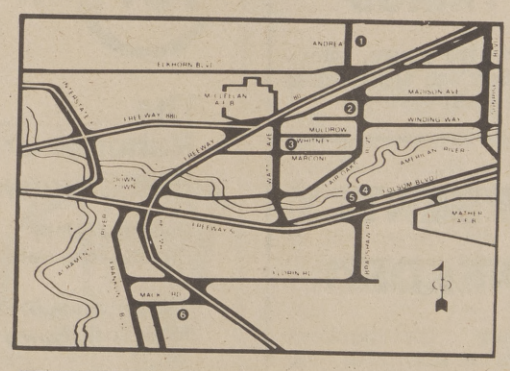
And are you ever going to be floored!

Have you been making plans for a future home? Well then, do we have plans for you - floor plans - single family homes and townhouses. Lots of different floor plans in six different Sacramento locations.

Come out this weekend. Tour our homes and see if any of our plans fit into your plans for the future. Check the map, find the location where you'd like to live and sfart making plans to "Come Home to Larchmont Living."

1. **Larchmont Foothills** from **$26,450.** Phone 334-2666.
2. **Larchmont Greentree Townhouses** from **$28,000.** Phone 331-9568.
3. **Larchmont Square Townhouses** from **$26,950.** Phone 488-1916.
4. **Larchmont Riviera East** from **$33,950.** Phone 362-1181.
5. **Larchmont Butterfield** from **$29,600.** Phone 362-9253.
6. **Larchmont Laurelwood** from **$26,950.** Phone 421-5828.

Come home to LARCHMONT LIVING



M.J. Brock & Sons Inc.

FINDER

The Sacramento Observer (916) 452-4781

CLASSIFIED ADS

CLASSIFIED ADVERTISING INDEX

All FINDER Ads are placed in Classification for your convenience. All classifications are listed by title and numerical order. THE SACRAMENTO OBSERVER reserves the right to classify all advertisements, to delete objectionable words or phrases or to edit or refuse any advertisement. Every FINDER Classified Ad must specify a bona fide offer in good faith. Advertisers will hold THE OBSERVER harmless against all claims resulting from publication of an advertisement.

THE OBSERVER will not assume responsibility for more than one week's incorrect insertion and reserves the right to make correction in the next issue. Liability for errors will not exceed the cost of space occupied by such error. All FINDER Classified Advertisements should be checked by the advertiser the first week of publication.

ANNOUNCEMENTS	100	Meetings	140	Help Wanted	210	RENTALS	400	AUTOMOTIVE	600	Recreational Vehicles	680
Personals	110	Drugs & Sundries	150	Agencies	250	Apartments	450	Trucks, Trailers	630	INSURANCE	700
Legal Notice	120	Schools & Instructors	160	Real Estate	300	MERCHANDISE	500	Mobile Homes	640	TOO LATE TO CLASSIFY	800
Lost & Found	130	EMPLOYMENT	200	Home Loans		Furniture & Appliance	550	Motorcycles	660	QUICK BUSINESS GUIDE	900

Want to buy?... Sell or trade?... Looking for services?... Call (916) 452-4781

When answering a FINDER Classified Ad, please refer to the advertisement by Classification Number

Personals 110

SACRAMENTO BAIL BOND
SINCE 1926
24-HOUR SERVICE
A. RICCI-F. VANCE
F. WITTON
443-2523
600 EYE ST.

RENT TO OWN
TV's and STEREOS
$7.00 and UP
Free delivery, free service, 451-8213 - 451-8675

Drugs & Sundries 150

OUYE'S PHARMACY
Prescription Pharmacists
WE DELIVER
Free Parking
HI4-7370
10th and V Street, Sacramento

FAYE'S CLOTHES AND THINGS
For size range, information and appointment call (209) 948-8446.

URGENTLY NEEDED
Beauty consultant -- male or female to help Black women fill the long existing void in the cosmetic field. Will train.
Call 428-6999
428-8761

Help Wanted 210

BROADCAST
Kelly Broadcasting Co. (KCRA-TV, KCRA-AM, KCTC, FM) is accepting applications for future openings in all areas. Interviews are held Tuesday mornings from 10 a.m., to 12:30 p.m., at KCRA-TV, 310 10th Street, Sacramento. No appointment is necessary.

BARBER
WANTED
Apprentice OK. 929-0338. 1228 Grand Ave.

Personals 110

' MISS JOSIE'S'
BOTIQUE
Featuring quality fashions new & next to new. A variety of Arts and Crafts.
1301 Nogales Street
North Sacramento
OPEN
Tue.-Fri. 6 p.m. to 9:30 p.m. Sat. 10 a.m. to 6:00 p.m. Phone 922-0513.

BUY ONE or BOTH 2 houses, next to each other. 3 bdrm., large home. Patio, garage, & garden spot - $13,500. And 5 bdrm., 2 bath, garage. Large older home, $16,000. 726-1815 or 967-6954. Agt.

LAUNDROMAT
Downtown Loomis. $17,-500 full price. $9,200 assumable loan. Merle & Associates. (916) 885-5166.

Hotel, Bar, Restaurant in Auburn. Good terms to qualified buyer. $325,000. Merle & Associates. (916) 885-5166.

JOB OPPORTUNITIES

DEPUTY LABOR COMMISSIONER

$1,311 - $1,595
The State of California seeks applicants for Deputy Labor Commissioner openings. Deputy Labor Commissioners administer and enforce State labor laws not specifically under the jurisdiction of other governmental authorities. . . Qualifications include a college degree and three years responsible work experience in labor relations or active membership in the State Bar of California and two years experience in the practice of law, including one year with specialization in labor law. Applications must be received by Feb. 7 on official State form available at Employment Development Department offices and:
STATE PERSONNEL BOARD . . 801 Capitol Mall, Sacramento, Ca. 95814. Equal Opportunity Employer

Black news is good news

The National Black Network
Division of Unity Broadcasting Network, Inc.
1350 Avenue of the Americas
New York, New York 10019

Every day something good can happen to those beautiful ears of yours. It's called Black news. And the way you get next to it is by tuning in a National Black Network station.

Every hour on the hour 18 times a day, (slightly abbreviated schedule on Sunday) you can hear about what's happening in your world. That's because it's news reported and edited by Black people.

Listen to the good news. Black news on the National Black Network.

Courtesy Amsterdam News

Give them a break. Get a Check-up & Stick around. They need you.
American Cancer Society

Employment for Summer 1975

The Western Region Office of the National Park Service is now accepting applications for seasonal employment for Summer of 1975.

Interested persons are urged to complete the standard Federal Government application form [S.F. - 171] which may be obtained at any U.S. Post Office or State Employment Office and return it by December 15, 1974, to:

Equal Employment Opportunity Office
Western Region
National Park Service

450 Golden Gate Ave.
P.O. Box 36063
San Francisco, Calif. 94102

Business 900

UNIVERSITY DEGREES (BY MAIL)

Residence -- non-residence -- seminars. Transcripts -- ring -- graduation -- year book. Free brochure. Lincoln - Kennedy University, 2030 West Lincoln Ave., Anaheim, Calif., 92801. 1-714-533-2041. Member Better Business Bureau.

SOUL PARDNERS

Why Be Lonely? Meet your mate through Soul-Pardners . . . Send $1 for information booklet to: Soul-Pardners, 1423 E 8th Street, Stockton, California 95206

FINDER 452-4781 ads

Help Wanted 210

MARE ISLAND NAVAL SHIPYARD

VALLEJO, CALIFORNIA

HAS EMPLOYMENT OPPORTUNITIES FOR SKILLED:

PIPEFITTERS
MACHINST, MARINE,
Salaries, at $6.43 per hour

PNEUMATIC TOOLS OPERATOR,
Salaries at $6.19 per hour

Applicants generally must have progressive, well-rounded trade experience sufficient in scope and content to perform the duties of the position. Must be a U.S. citizen.

Sacramento interviews January 11 and January 12, call 922-8041 between 8 a.m., and 5 p.m., for an appointment on these days.

An Equal Opportunity Employer

ELECTRICIAN JOURNEYMAN

With at least 4 yrs. experience. $5.72 hour. 40 hour week, plus overtime. Apply in person at Libby employment office, 1724 Stockton Blvd. Sacramento 95816. AN EQUAL OPPORTUNITY EMPLOYER

MILLRIGHT JOURNEYMAN

With at least 4 yrs. experience. $5.72 hour. 40 hour week, plus overtime. Apply in person at Libby employment office, 1724 Stockton Blvd. Sacramento 95816. AN EQUAL OPPORTUNITY EMPLOYER

MODELS WANTED

Universal Talent Research Inc., Sac. rep. interviewing models for features in men's magazines. Possibility of advancing to TV, and print media commercials. No exp. nec. Contact Gary, 441-5862 after 6 p.m.

AUDIO TECHNICIAN

AUDIO TECHNICIAN Modesto Jr. College is accepting applications for foreign language laboratory Audio Tech. service, maintain & repair audio visual electronic communication equipment. Knowledge of languages desirable. Apply immediately to Personnel Office. Yosemite Jr. College Dist., P. O. Box 4065, 2201 Blue Gum Avenue, Modesto, Calif. 95352. Tele (209) 526-5440

STENO

CLERK

($604 - $735 per mo.) H.S. graduate and one year experience in typing and clerical work. Requires ability to take dictation at 90 wpm and type at 60 wpm. Apply to the Sacramento Regional Area Planning Commission, 1225 8th Street, Suite 400, Sacramento 95814 or call 447-9171. Deadline to apply, January 28, 1975. An Equal Opportunity Employer / Affirmative Action Employer.

Furn, Appl. 550

HOUSE FULL OF FURNITURE

Sofa and chair, 3 tables, 4 lamps, 6 pc. bedroom set, mattress and box springs, 5 pc. dinette, used dishwasher, used refrig. and stove. Sell all or part. Balance due $550. Easy terms. ADCO TV APPLICANCE AND FURNITURE CO. 6105 Stockton Blvd. 391-8500

Furn, Appl. 550

'74 CONSOLE

5' cabinet. Spanish design. Has AM/FM radio and phono, 8 track cartridge player, multi - speaker system. Floor demonstrator model. Reduced to $169. Easy terms. Free home trial. ADCO TV APPLICANCE & FURNITURE CO. 6105 Stockton Blvd. 391-8500

Business 900

FLAGG'S SERVICE

Small hauling, general cleaning, gardening . . . Phone 456-3477

SUNRISE ESTATES

3, 4 and 5 bedrooms. Priced at $19,750 to $29,000. 725 - 2006. Agent 967-2200

HOME FOR RENT

Three bedroom, two bath home. Central air and heat. Fully equipped kitchen. Newly painted inside and out. Wall to wall carpets, drapes, two-car garage, fenced yard. Rent $210 month. Children and pets OK. Office hours 9-6 weekdays--10-4 wkends. 456-3816.

PHOENIX PROPERTIES

Furn, Appl. 550

USED APPLICANCES

Used Refrigerator, freezer, and stove, $75 each. Terms available. ADCO TV APPLICANCE AND FURNITURE CO. 6105 Stockton Blvd.

'73 COLOR TV

23" console, demonstrator model. Full guarantee. Balance due $299. Free home trial. Call 391-8500 or come into the store at ADCO TV APPLIANCE AND FURNITURE CO. 6105 Stockton Blvd.

$ NEED MONEY $

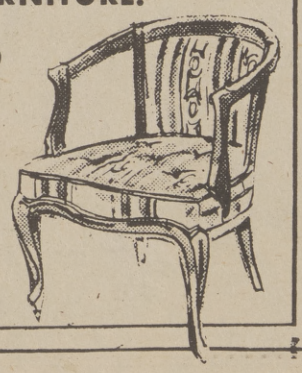
1st and 2nd real estate loans on any type of property, in any area, use money for any reason. Even if behind in payments or in - between jobs, we're here to help solve your financial needs. Appointments arranged in the privacy of your home or our office. We have a variety of plans to fit your needs and budget. 452-5593. 24 Hour Service We accept collect calls. GOLDEN PLAN OF CALIFORNIA 4305 Freeport Blvd. Sacramento A California Loan Brokerage Firm

SOUTHGATE AREA

Three & four bedroom homes, most with two baths, all appliances, fully carpeted and draped, fenced yard, two car garages, newly painted, central air & heat, children and pets okay. Rental rates from $195 to $225 per month. PHOENIX PROPERTIES Call 452-3816, daily 9 thry 6, Saturday and Sunday, 10 thru 4

SELL THAT EXTRA FURNITURE!

WITH A FINDER AD



CALL 452-4781

Jackson And Lynn Seek Housing Woes

James T. Lynn, Secretary of the U.S. Department of Housing and Urban Development, announced last week a joint program with a citizens action group led by the Rev. Jesse L. Jackson to seek new solutions to the serious financial problems of HUD-subsidized multifamily projects.

The program was developed from recommendations proposed by H. R. Crawford, HUD Assistant Secretary for Housing Management, and a People United to Save Humanity (PUSH) committee led by the Rev. Jackson.

HUD officials and the Rev. Jackson and his committee met last week, in the HUD building in Washington, D. C. to discuss the program.

Secretary Lynn announced that the Department will take the following three immediate steps:

. HUD will declare an immediate moratorium until around the beginning of March on the filing of any new foreclosures of church-sponsored and other subsidized multifamily housing projects on which HUD owns the mortgage. Exceptions will be made only where because of abandonment, or similar conditions, foreclosure should be initiated. HUD will re-assess the situation around the beginning of March.

. A national task force consisting of representatives of PUSH and other interest organizations, will be established to work with HUD's Housing Management staff in trying to find ways to save multifamily projects that are in serious financial trouble. HUD will finance the administrative costs of the task force. The exact amount of funding will be determined when the program is developed.

. This task force will select 30 or so subsidized multi-family projects nationwide that have serious financial and other problems and HUD will take over the mortgages on the properties, if necessary, and enter into a "workout agreement" with the sponsors. These agreements may include deferral of principal and interest payments on the projects, if warranted, in order to use the revenue to catch up on deferred maintenance, make necessary project improvements, and improve tenant services.

At the same time, HUD and the task force would establish a local working team to help turn the project around.

"We realize a number of these projects have severe financial problems," Secretary Lynn said. "What we are announcing today, are immediate steps to help alleviate a serious situation. We are also discussing proposals in HUD and with PUSH and other interested groups for long-range solutions."

Assistant Secretary Crawford said that details of the program would be worked out in conjunction with the citizens action group that met with HUD officials last week.

"What we are looking for are both short- and long-range solutions for the serious financial difficulties of subsidized multifamily projects.

A primary goal of this Department is to see that the people who live in these projects continue to have access to decent housing. We really plan to work with these projects to save them. We are going to consider every possible step that can be taken to find new ways of solving the problems these projects face."

Some Housing Items Do Cost Less

In the gloom of galloping inflation, it's difficult to find any bright spots, but there are a few rays of sunshine. Believe it or not, the prices of many things are dropping.

The next time you're writing a check (which is probably pretty often these days) take a look at your pen. Ballpoint pens, especially disposable ones, are among the elite ranks of cheaper items. A ballpoint pen that sold for 49 cents in 1959, today is priced at 19 cents.

If your check writing has increased to the point that correctly balancing your checkbook is a mathematical miracle, you should know that the prices of electronic calculators have dropped dramatically since the handy little items were introduced a few years ago.

Due to improved technology, many calculators have decreased to almost half their original price. For example, in the past year along, a Sears Calculator which performs many functions helpful to home bookkeepers has gone down over $20 to $35.50.

Thanks also mostly to modern technology, several common household items have lower price tags than they did in years past. A trip to the library to leaf through back copies of that old part of Americana, the Sears catalog, can verify this.

Checking the catalog, many kitchen items are less expensive than they used to be. For example, a 1964 frostless, double-door, 16.5-cu. ft. refrigerator with icemaker was $389.95. Now, a refrigerator with the same features and 17.1 cu. ft. of space, is priced at $369.95.

DEPENDABLE USED CARS

72 FORD ¾ TON CLUB WAGON $2799
123" Wheel base, V8, automatic, heater, No. E21GHN92185.

73 DODGE DART SPORT COUPE $2799
V8, automatic, air conditioning, power steering, vinyl top, wsw tires, radio, heater. No. 063GEN.

74 AMC HORNET COUPE $2499
6 Cylinder, standard transmission, air conditioning, heater, No. 246JBQ.

73 PONT. LE MANS 2 DR. CPE. $2699
V8, automatic, air conditioning, power steering, wsw tires, radio, heater, No. 845GEM.

72 CHRYSLER NEW YORKER $3399
BROUGHAM 4 DOOR V8, automatic, air conditioning, power steering, power brakes, vinyl top, wsw tires, FM stereo, heater. Power windows & seats & locks. No. 002JBQ.

71 DATSUN PICKUP & CAMPER $2199
4 Cylinder, 4 speed transmission, radio, heater. Jacks. No. 36473S.

Prices good thru 1-27-75

North Country Dodge
•SALES •SERVICE
•LEASING
•PARTS
2301 Arden Way (at Bell) 922-5872

Supplement to South Sacramento News & South Sacramento Reporter and Sacramento Observer

SOMETHING'S ALWAYS ON SALE AT...

ALBERTSONS

at FLORIN ROAD and FRANKLIN BLVD.

START THE NEW YEAR RIGHT. SHOP ALBERTSONS FOR QUALITY FOODS AND SELECTION. YOU WILL BE GLAD YOU DID.

ALBERTSON'S NEW CONSUMER PRICE PROTECTION POLICY

1 When our cost on an item increases, we will not increase the price on existing shelf stock. As new items are stocked at higher prices, you may find a different price on separate cans or packages of the same item. Each will be sold as marked.

2 When our cost on an item decreases, all existing shelf stock will be sold at the new low price.

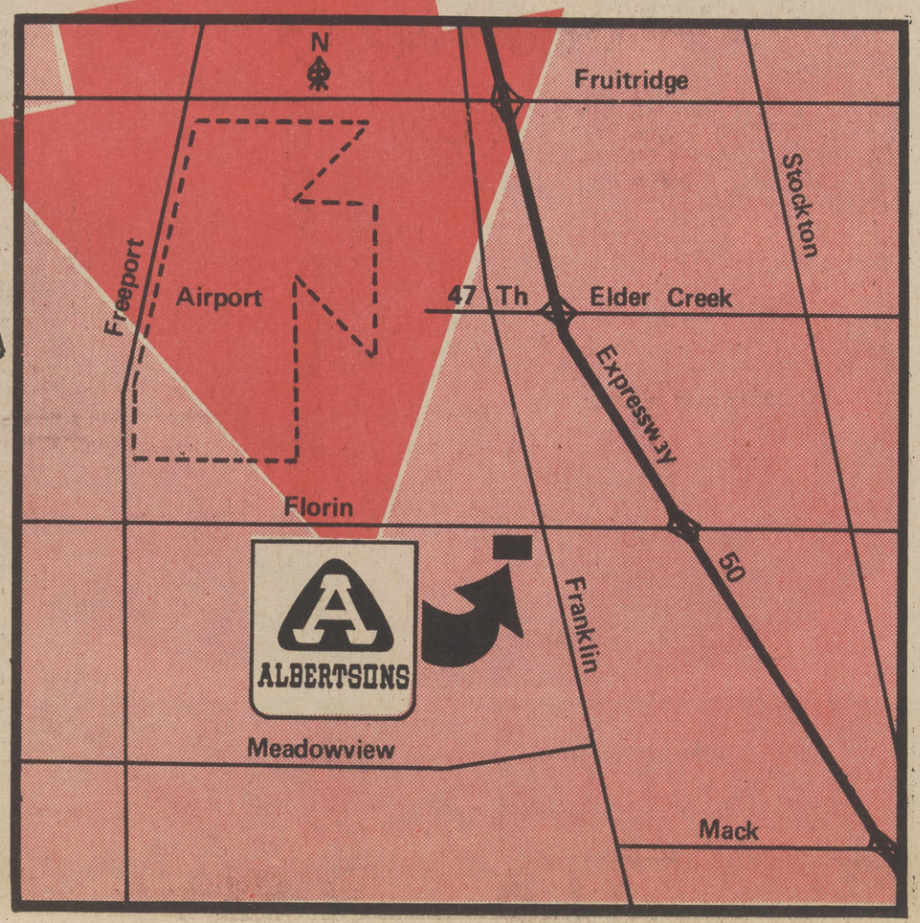
3 Exceptions to this policy are products subject to federal, state or local control regulations; fresh meats, produce and products baked on premise.

RAIN CHECK POLICY

We strive to have on hand sufficient stock of advertised merchandise. If for any reason we are out of stock, a

RAIN CHECK

will be issued enabling you to buy the item at the advertised price as soon as it becomes available.



HERE'S PROOF ALBERTSON'S CARES ABOUT YOU!

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HERE'S PROOF ALBERTSON'S CARES ABOUT YOU!

BUY BETTER WITH...
TRU-VALU 35.0 CENTS PER LB. DEL MONTE CHICKEN STEW 24 10.5 OZ. 3/69 U.10125 61 OP 6 53 3/69
ALBERTSONS TRU-VALU UNIT PRICING

FRESHNESS IS NO SECRET WITH... ALBERTSONS FRESHNESS CODE DATING!

DISCOUNT PRICES FOR GREATER FOOD SAVINGS!

EXPRESS CHECK OUT LANES TO SPEED YOU ON YOUR WAY!

FRYERS Fresh!

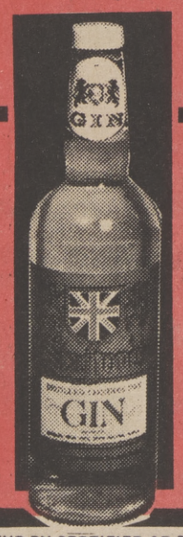
WHOLE BODY Tender LB. 47¢

SLICED BACON

RACORN LB. 78¢

ORANGES

JUMBO 56 SIZE "NAVEL" LB. 10¢



VODKA or GIN

STAFFORD'S 5th ... 2.98 EA.

ALBERTSONS

OPEN 24 HOURS A DAY!

MONDAY thru SATURDAY — Sunday 8 A.M. to 10 P.M.

RELY ON YOUR Man In Gold

Albertson's Store Director is a good man to know. He's anxious to make your trip to Albertson's a pleasant and easy experience. Look for his gold coat!

PRICES EFFECTIVE: JANUARY 22nd thru 28th, 1975

WE CARE ABOUT YOU ...Rely On It!

ALBERTSONS

THE DISCOUNT FOOD PEOPLE

at FLORIN ROAD & FRANKLIN BLVD. Sacramento

LITHO BY CERTIFIED AD SERVICES, FRESNO (209) 233-1891
WE RESERVE THE RIGHT TO CORRECT PRINTED ERRORS.

WE CARE ABOUT YOU ...Rely On It!

ALBERTSONS NEW CONSU PROTEC

FRESH WHOLE Fryers

Bonus Buy!

LB. 47¢

CUT UP FRYERS 'BAG YOUR OWN' Bonus Buy! LB. 53¢

VEAL/BEEF PATTIES Janet Lee Buttered Bonus Buy! 12 oz. 69¢

BOLOGNA/ BRAUNSCHWEIGER LIVER SAUSAGE BY THE CHUNK Bonus Buy! LB. 68¢

Janet Lee LUNCH MEAT ASST'D.

BRAUNSCHWEIGER
LIVER SAUSAGE BY THE CHUNK

Bonus Buy!

LB. 68¢

LUNCH MEAT
A&S T'D.

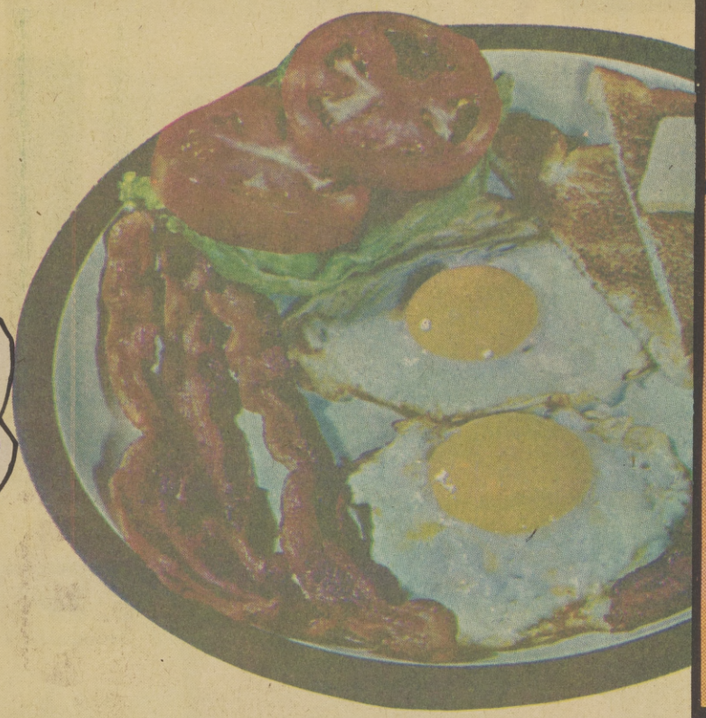
Bonus Buy!

12 oz. 78¢

BACON
RACORN SLICED

Bonus Buy!

ONE LB. 78¢



BLADE CUT
Chuck ROAST

EVERYDAY LOW Discount PRICE

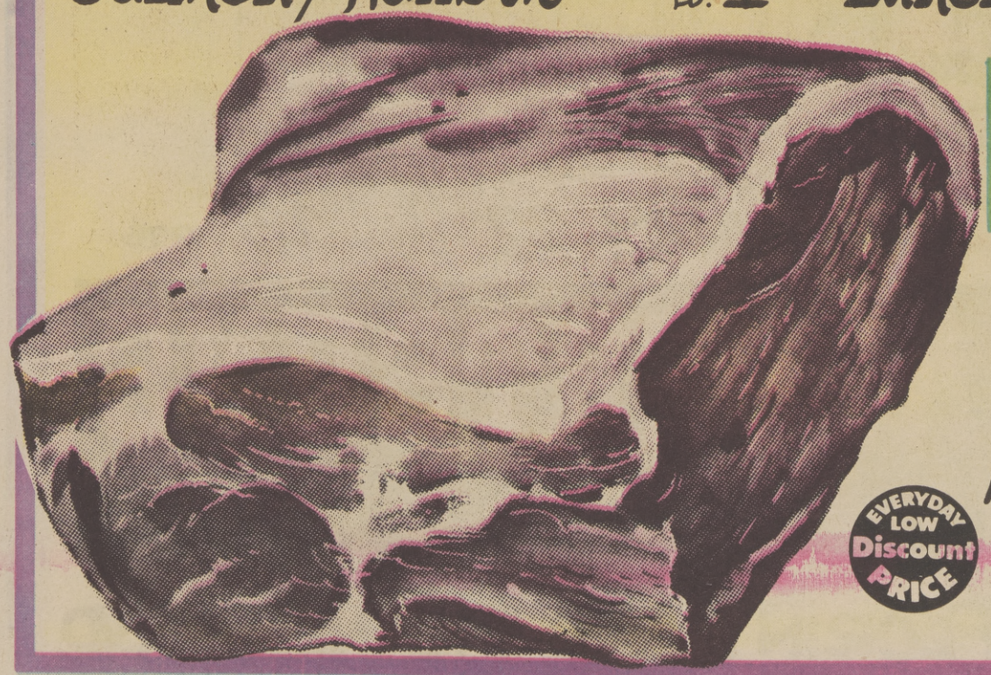
LB. 66¢

Sausage	OLD SOUTH BEEF/PORK LINKS	ONE LB. $1.49	Turbot		LB. 78¢
Fresh Sole		LB. $1.68	Sausage	SHENSON BEEF LINKS	8 oz. 49¢
Jumbo Shrimp		LB. $3.29	Ham Patties	SWIFT	21 oz. $1.69
Salmon/Halibut	SMOKED	LB. $1.19	Lunch Meat	LEO'S TRIPLE RIPPLE PACK	5 oz. 79¢

ROUND STEAK
FULL CUT

EVERYDAY LOW Discount PRICE

BONE IN LB. $1.28



PICNICS
fresh pork

EVERYDAY LOW Discount PRICE

LB. 79¢

GROUND BEEF
REGULAR

EVERYDAY LOW Discount PRICE

LB. 68¢

UMER PRICE
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ORANGES

SWEET and JUICY!

• Jumbo Navels •

EACH 10¢

CARROTS CRISP! LB... 10¢

SWISS CHARD Fresh EACH 10¢

FRESH PARSNIPS Flavorful LB. 10¢

YELLOW ONIONS

MILD & DRY

Bonus Buy!

LB. 10¢

CABBAGE

GARDEN CRISP

Bonus Buy!

LB. 10¢

RUTABAGAS or TURNIPS

FULL OF FLAVOR LB. 10¢

RADISHES

CHARD EACH 10¢ PARSNIPS LB. 10¢

FULL OF FLAVOR LB. 10¢

RADISHES or GREEN ONIONS

GARDEN Fresh BUNCHES

EA. 10¢

ASSORTED or FERNS 4 INCH...

GREEN PLANTS $1.49

ALBERTSON'S GENERAL MERCHANDISE PRICES ✓ Check Out LOWER

MUG 'O RAMA

Coffee Mug Sale 39¢ Each

15 VARIETIES

CORY GLASS Percolator

Bonus Buy!

4 to 8 CUPS $3.33

REG. 3.99

STAR* FITS ALL COFFEE FILTERS

Bonus Buy!

REG. 37¢

29 COUNT... 29¢

BAYER ASPIRIN 24 COUNT 39¢

ALBERTSONS

THE DISCOUNT FOOD PEOPLE

YOU CAN RELY ON ALBERTSONS

FRESHNESS IS NO SECRET WITH... ALBERTSONS FRESHNESS CODE DATING!

BUY BETTER WITH...

TRU-VALU 35.0 CENTS PER LB. DEL MONTE CHICKEN STEW 24 10.5 OZ. 3/69 U.10125 61 OP 6 R3 3/69

ALBERTSONS TRU-VALU UNIT PRICING

M.J.B. RICE MIXES

Bonus Buy! 38c 6oz.

CARNATION Coffeemate

Bonus Buy! 99c 16oz.

CASCADE DISHWASHER DETERGENT

20c OFF LABEL

Bonus Buy! 1.09 50oz.

DOWNY FABRIC SOFTENER

Bonus Buy! 2.28 96oz.

Del Monte TOMATO Catsup

Bonus Buy! 26oz. 58c

Wishbone ITALIAN DRESSING

Bonus Buy! 16oz. 89c

Bonus Buy!

GOOD VALUE APPLESAUCE 16oz. CAN 29c

Bonus Buy! CONTADINA TOMATO PASTE	6oz.	24c
Bonus Buy! LOG CABIN SYRUP	24oz.	1.28
Bonus Buy! TUNA 4 CATS	6½oz.	19c
Bonus Buy! MR MUSCLE OVEN CLEANER	8oz.	79c
Bonus Buy! EASY-ON SPRAY STARCH	22oz.	78c
Bonus Buy! STAY FREE MINI PADS 10ct. 49c	30ct.	1.19
Bonus Buy! MODESS NAPKINS REG/		1.98

Shasta Diet CAN POP

Bonus Buy! 15c 12oz.

Bonus NUCOA MARGARINE 66c

58¢

Bonus Buy!

Bonus Buy! MR. MUSCLE OVEN CLEANER 8oz. 49¢

Bonus Buy! EASY-ON SPRAY STARCH 22oz. 78¢

Bonus Buy! STAY FREE MINI PADS 10ct. 49¢ 30ct. 1.19

Bonus Buy! MODESS NAPKINS REG/SUPER 14ct. 69¢ 48ct. 1.98

12oz. 10¢

Bonus Buy! NUCOA MARGARINE LB. 66¢

LIQUOR-BEER & WINE

STAFFORD'S VODKA OR GIN

Bonus Buy! 80 PROOF FIFTH 2.98

Bonus Buy! French BRANDY CHATEAU ALBERTO 80 PROOF FIFTH 3.99

Wines 1.98

CHATEAU ALBERTO
BURGUNDY
CHABLIS
PINK CHABLIS
VIN ROSE

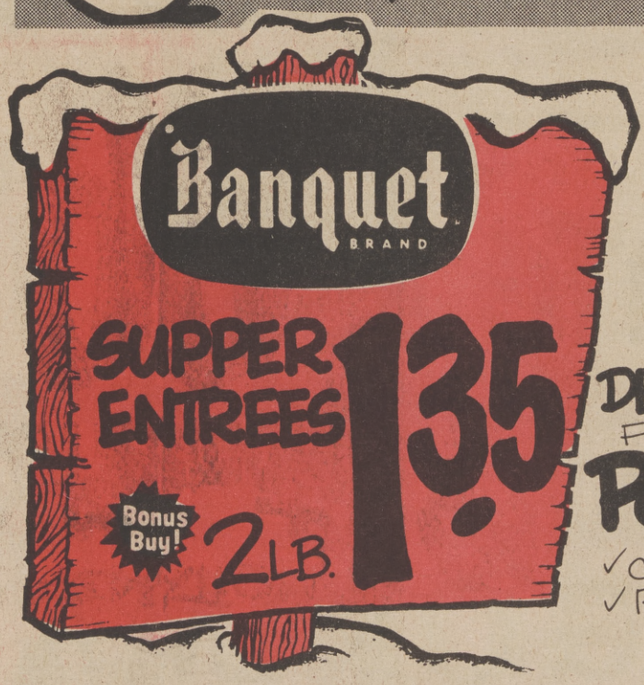
Bonus Buy! GAL.

MADRIA MADRIA SANGRIA WINES Bonus Buy! FIFTH 1.69

1/2 GAL. 3.49

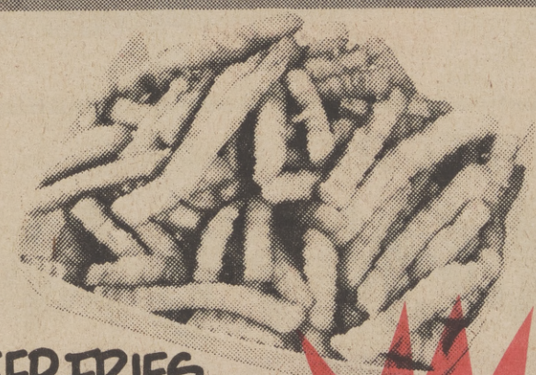
Old Tap BEER Bonus Buy! 12oz CANS 6PACK 99¢ CASE 3.89

ALBERTSON'S FROZEN FOODS



SUPPER ENTREES 1.35

Bonus Buy! 2LB.



DEEP FRIES FROZEN Potatoes

✓CRINKLE CUT
✓REGULAR

Bonus Buy! 24oz. 74¢

Arriverderci CHEESE Pizza Bonus Buy! 10oz. 68¢

Mrs Paul's FISH Fillets PARTY PAK 25oz. Bonus Buy! 1.98

OPEN 24 HRS. MON. THRU SAT., SUNDAYS 8-10

STORE LOCATIONS:

- IN SACRAMENTO, AT FLORIN ROAD & FRANKLIN BLVD.
- IN ROSEVILLE, 1607 DOUGLAS BLVD.
- IN SAN JOSE, AT CORNER OF BRANHAM LANE & MERIDIAN AVENUE.
- IN GILROY, FIRST STREET & WREN AVE. IN THE GILROY PLAZA SHOPPING CENTER.

ALBERTSONS

THE DISCOUNT FOOD PEOPLE

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